

William Pickford

— a Biography

Norman Gannaway

William Pickford: a Biography

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THE AUTHOR

The author of this biography, Norman Gannaway, was born at Lymington (Hants) in 1930, and has, apart from 1949-50 National Service in the R.A.F. (much of which time was at R.A.F. Calshot) lived and worked in Hampshire. Working life has included at Lymington Infirmary, at Efford Farm, and with Hampshire County Library for 43 years. Ever the keenest of sports players (particularly football, cricket and boxing) but of limited ability, a writing life acted as some kind of compensation. This began with match reports submitted to the local press when playing for Boldre Lads during season 1948-49.

Published works from 1984 have included histories of Clubs, Leagues and Associations in Hampshire and Dorset. There have also been contributions to other publications, including football and cricket club programmes. Each of these efforts has been much indebted to those who have contributed readily of time and knowledge, making all end-products very much a team effort.

It has been a true pleasure to have worked on this biography of William Pickford, with hopes that some kind of fitting portrait and tribute has been given of an exceptional man, with due acknowledgement of that which his wife, Evelyn, contributed to William's team achievements.

Norman Gannaway,
Lymington.

FOREWORD

By Former Football Association Chief Executive Brian Barwick

I am delighted to have been asked to provide the foreword for this biography of William Pickford. William was a man who served football extremely well and it is fitting that he is remembered in this way.

As well as holding the position of President of the Football Association he was a council member for fifty years and integral to the development of the Hampshire FA.

The Hampshire FA today is a flourishing organisation with over a quarter-million players of the game in its remit. It subscribes to the wider FA's national game strategy – increasing participation, upholding our values and promoting football for all – and I would like to take this opportunity to praise their work.

Like myself, William started his working career as a regional newspaper journalist. He worked for the Bolton Evening News and it was the local team Wanderers who sparked his love for the game.

That passion for football spurred him on to write several books on the subject, including 'A Few Recollections of Sport', which documents the development of football in this country as well as providing a fascinating insight into his life.

William was around for the 75th anniversary of the organisation and as a present to his colleagues had chapters from his 'Recollections' book printed and presented, 'A Glance Back at The Football Association Council, 1888–1938'.

At the time of writing The Football Association has recently celebrated its 144th birthday and the council voted for reform following the Burns Report. I'm sure William would have found all the developments fascinating!

In this current environment where virtually all The FA's activities are highly-scrutinised it is hard to believe a time where there is little written about the organisation. William's life and work fills in some of these historical gaps and I hope you enjoy the book.

Brian

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ONE SETTING A SCENE

William Pickford was a man of considerable and varied talents. He was also a person of clear commitment to any chosen cause. Of his many contributions to public life, he might particularly be regarded as a sports administrator, and as an author. Of his writing, a substantial weight of published work was in addition to his professional output as a journalist. He was, valuably in the interests of any pursuit to which he devoted his attention, a man of foresight and imagination. In her personal tribute, William's wife, Evelyn Pickford, referred to him as "the Father of Hampshire Football." From his fields of achievement, he might specially have liked to be remembered in such a way.

Of his background, and the part that it played in his life and endeavours, much can be learned from Pickford's own words. "A Few Recollections of Sport" was written at his Pokesdown home during the winter evenings of 1937-38, with its last chapter completed in the following summer. While preparing for the 75th Anniversary celebrations of the Football Association, the then President Pickford developed a wish to present an appropriate memento to each member of the F.A. Council. With this in mind, he selected chapters of the "Recollections" very much related to his own fifty years on that Council, and had them printed in a small volume "A Glance Back at The Football Association Council, 1888-1938."

"A Few Recollections" and "A Glance Back" can both be read as absorbing autobiography as well as volumes providing an illuminating picture of the individuals and organisations with whom the author worked in a number of sporting and other activities, over a span of years.

The opening paragraphs of "A Few Recollections" are particularly interesting in light of the fullness and character of life that William Pickford was to enjoy.

"The first nine years of my life were spent in Little Lever, a village on the outskirts of Bolton, in mid Lancashire. The inhabitants were mostly employed as coal miners, cotton operatives and in bleaching and chemical works and paper mills, who lived hard and had little opportunity for recreation. My father, who was the Minister of the

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Independent Chapel, was very troubled at times about the dog racing, wrestling and other rough sports that attracted some of his 'flock'. For us boys in the 'Sixties' there were no organised games. I never saw a cricket bat or a football, and it is very likely that Satan found plenty of mischief for us to do on the slag heaps and debris-strewn open spaces all about us. I went to a Wesleyan Day School, but the teachers, energetic as they were in their zeal to drive primary facts into our heads, had no regard for the physical side of education."

It is intriguing to consider the extent to which that conveyed in these few sentences, as in other parts of "Recollections", is reflected in William Pickford's later life's standards and achievements. Setting the scene, in a sense, for much that would follow.

There can be seen a regard for the place of sport in the lives of both young and adult. There is appreciation of the needs for standards of behaviour and rules of conduct at work and play. A sympathy for those whose lot in life is less favoured than that of others. Often too, glimpses of the sense of humour that would at times mark his writing and speech making, engagingly so.

That he was giftedly descriptive in both the written and spoken word enables later generations to know much not only about Pickford himself and those with whom he was associated, against their respective backgrounds, but also considerably about the wider scene. Knowledge of the shaping of the Laws of Association Football, for instance, relies appreciably on his account of the process, with which he was closely involved. Importantly too, for any study of his life and times, William Pickford maintained a set of scrap books containing a wide range of newspaper cuttings and other relevant material. The documents in this collection have been carefully preserved by later authorities.

From William's words is learned that in 1871, arising from the ill-health of his father, the Reverend Elijah Pickford, "broken down in health with the rigour of the work and the climate" of Lancashire, the family was "ordered South". The Minister gained appointment to a newly-erected Congregational Chapel at Pokesdown. Describing the place as a village "near the by then little seaside town of Bournemouth", William wrote that "I will not say more than that, after Little Lever, it was a paradise."

Decades later, on the occasion of the parsonage in Pokesdown's Stourvale Road being demolished during 1935, William Pickford spoke of that time in 1871 when his father, the local Congregational Church's first resident Minister, had come to live there. Pokesdown

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then, was in 1935 recalled as having “comprised just a few cottages set amongst the pines and quite isolated from Bournemouth.” On the 5th of July 1935, the Bournemouth local press recounted William’s recollections of his 1871 coming to the area.

“Speaking to a ‘Times and Directory’ representative this week, Mr Pickford recalled the old house and Pokesdown life as he once knew it. The parsonage, of course, had no gas light and the water was drawn from a well near where the present school house stands. Those in Pokesdown knew little of Bournemouth. The postal address of the village was ‘Pokesdown, Ringwood’ and later, ‘Pokesdown, Christchurch.’ They did not go into Bournemouth to shop, but got their clothes in Christchurch and boots from a cobbler in Holdenhurst. It took half-an-hour to walk through the country lane to Lansdowne, perhaps picking blackberries on the way. Lansdowne was merely a crescent of shops. Bournemouth Pier was reached by an excursion through the pine clad slopes of the cliffs, while as for Boscombe, it did not exist.

Mr Pickford recollects playing cricket with friends on the flat piece of ground at the bottom of the graveyard bordering what was then called Victoria Road. Now this strip is covered with gravestones and the road is Stourvale Road. The land on the other side, which served as the vegetable garden of the parsonage, is also now covered with houses. He remembers another amusement of those years, climbing a large tree near the railway bridge to watch the trains, but he did not mention football!.”

The Bournemouth “Times and Directory” July 1935 piece stated that since the Reverend Elijah Pickford retired from the Ministry in 1893, the house had been the home of caretakers of the Church. On the now being cleared site, the parsonage to be demolished, of two houses to be erected, one would be for the caretakers. In his copy of that newspaper report, William Pickford made one handwritten alteration. The printed version had stated the village address to be “Pokesdown, Bournemouth”, altered by hand to read “Pokesdown, Ringwood”. As the report was based on an interview with Mr Pickford, it seems proper that this correction should be respected. A concern for accuracy was something a feature of Pickford’s work, professionally as an author and journalist, as with framing the Laws of Football.

With the Reverend Pickford and family from 1871 adjusting to an appreciable change of home and background, among the needs to be considered was the education of nine years old William. His school

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attendance to date, at Little Lever's Wesleyan School had, he was to recall, taken him "still little past the 'three Rs'". The requirement was met by sending the boy to a Congregational School for the sons of the Ministers at Lewisham, Kent, an establishment some years later transferred to Caterham Valley, in Surrey.

The account of William's Lewisham years, in "Recollections", provides an interesting picture of the extent to which the range of pursuits in which he would later become so widely known was early identified. Writing and sport were already beginning to assume a place.

The School at Lewisham was, Pickford would recall, a "new world" to him. Of its kind, small in size, with 70 or so boys, sport was clearly held in some regard. "All manner of recreations" included cricket, rugby football, gymnastics, drill and sports. The rugby game held an immediate appeal for William, and he gained a place in the school's junior teams.

The pitch used for junior rugby was on a steep slope, whereas below and more on the level was the first team ground, with beyond that a further flat area, used for cricket. One afternoon, William with his tendency towards leadership, led his fellow young rugby enthusiasts to play on the level cricket pitch. There was something of an angry authority reaction, and a stern ordering off of that grass. As Pickford later admitted, "I knew nothing about the sanctity of cricket pitches then and did not see why we should not play on it."

From 1875 until leaving school at Lewisham in 1878, Pickford held a rugby First XV place, generally scrum-half on the left, being too small and light to be of much use shoving, but "very active and quick in tackling." Of matches particularly remembered was a victory over "bitter rivals", the "Mission", a school for Missionaries' sons, generally the winners. A spectator on this occasion gave half a crown to the Lewisham School Captain. A Rugby Coach at the School was a classics master named Traill. There is Pickford memory of once "fetching him a purler by an ankles tackle, and when he had recovered, he picked me up in the air and said, 'Peckford, man, ye're a wee deevil'".

Boys at the Lewisham based Congregational School were required to pay for the pleasure of playing rugby. The "entrance fee" was five shillings, with two shillings and sixpence for each further term.

Pickford tells of "a job to get the first 5/-." There was also a need to buy one's own rugby jersey, tight fitting, in the school colours of yellow and black stripes. On leaving school, William sold his jersey for one shilling. Of team formation, there is "Recollections" mention of

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playing “one back, two three-quarters, two halves and ten in the ‘scrums’.”

Interestingly, in the light of later career developments, writing about, and the laws of sport, are the extent to which they feature in William Pickford’s memories of his schooldays. An essay that he had written on “Foot-Ball” (for which he was pleased to have gained full marks) had indicated that the Association game was played mostly in the North. The Master who corrected the essay told him that both forms of the sport were also very popular in the South as well.

There is “Recollections” comment on never having seen a copy of rugby’s rules. This did not seem of much importance, the main principles were known. Play was slow compared with that of later times, scrummages taking up much of the action. “There was very little ‘hooking the ball out’, but the idea was to push the other crowd over and scramble for the ball!”.

Strangely in view of his later major contribution to the sport, Pickford tells of having left Lewisham “uninterested in the Association game”, never having seen it played. He was an avowed rugby zealot, although having only watched the school’s matches.

There was, however, something similar to Association football played during the Christmas holidays when William was at Pokesdown. He arranged to hold ball games with some of the local boys, in a glade of Portman Woods, at the end of Darracott Road. It was not possible to utilise the school playground, but use was made of a strip of land at the foot of a particularly high wall. Proper football could not be played, but of that enjoyed, there was considerable dribbling of a small, hard rubber ball. Much of William’s later deftness with a football at the Association game, he attributed to this boyhood development of skills.

After having left Lewisham School earlier in the year, in September of 1878, at the age of seventeen, William was sent to work for the “Bolton Evening News”, where his Uncle was Advertising Manager. Maintaining his enthusiasm for rugby, he made an attempt to join Bolton Rugby Club. On meeting the Secretary he was advised that he might care to come back in a year or two’s time, should he then be taller. His height remained at 5 feet, 3 inches. But for this he might have remained a rugby devotee.

Then, in the early stages of season 1880-81, something occurred that might be regarded as having influenced the whole course of Pickford’s future life. Staying in the Bolton house where William lodged, were two young School Masters, Alf Holt and Ted Grimes, of All Saints’ School, where Association football was played. Although at first they

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failed to interest their fellow lodger in that version of the game, following his Rugby Club disappointment, the young man Pickford was, as he termed it, “an easier prey” to their persuasions. The Association game was growing locally in popularity, the Lancashire F.A., having been formed in 1878, with an important role in arranging matches and fostering interest.

Of fixtures staged, the two teachers persuaded William to attend a match at Pike’s Lane, then the home of Bolton Wanderers, itself dating from 1874, when founded as Christ Church, a Sunday School team. The match was between Blackburn District and Bolton, for the benefit of Bolton player, Devlin, seriously injured at work. In “A Few Recollections”, Pickford tells of the impact this Pike’s Lane visit made upon him. He wrote that:

“I fell in love with ‘soccer’ at once. The players were not bunched together half the time in struggling heaps, but each man in his place, like chessmen, and the footcraft, passing and speed fascinated me.”

“I was a convert on the spot, and it took little to persuade me to join All Saints’ a local junior club. At first I played in the second team, but scoring several goals, was put in the first, and played inside left for two seasons.”

His “Recollections” are rich in William Pickford’s reminiscences of those days in the early 1880’s, his words themselves very much a contribution to Lancashire football literature. Among All Saints’ opponents are named Astley Bridge, Turton, Farnworth, and various village sides, together with the second teams of Great Lever, Bolton Wanderers and Glasgow Rangers. There is mention of scoring five goals himself in an All Saints’ 12 – 0 win against Brighton.

Consistent with his own commitment to high standards, Pickford tells of All Saints’ that:

“We had a field at Tonge Moor, and in order to improve my shooting I used to take a ball up there on my own of a summer evening and spend an hour at a time aiming at a tool shed and taking the ball on the re-bound. We had no football boots, but wore an ordinary pair with bars nailed to the soles.”

There are in “Recollections” at this stage, two mentions that point interestingly in future Pickford directions.

“Until 1882 I had never seen the printed rules, but one day, being dissatisfied with a referee’s decision, I went to Mr Fairhurst, the Sub-Editor, and asked him. Evidently, he

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did not know what 'offside' was for he referred me to the 'Football Annual' on a shelf near by. I am afraid I found it difficult to understand."

From this experience could well have sprung Pickford's absorption, not only with the Laws under which the game was played, but also an appreciation for these to be stated in a way readily understandable by those most directly concerned.

At this time, as Pickford relates, "Lancashire was all ablaze with the success of some of its clubs in the Football Association Cup." Blackburn Olympic having won the Cup in 1883, he enjoyed a visit to the town "on the Monday to see their triumphant procession", the team in a decorated waggonette, preceded by a Band, the F.A. Cup held aloft.

In keeping with this enthusiasm, the "Bolton Evening News" provided both match reports and final scores, with Pickford part of that process. Among the duties particularly enjoyable to him was going to the office on a Saturday evening when the main football results were being telegraphed. Pickford's tasks included writing the scores on large sheets of paper and sticking them in the "News" windows. His memory was of streets crowded with people at such time.

The range of William Pickford's experience – upbringing, education, occupation and recreation – up until the time he left Bolton in 1883 might be seen as preparation for that which was to follow. Among a range of sports to which he had been attracted, there was a devotion to football that would take him to some heights – as both author and administrator, with a revising of the game's Laws a leading part in each.

Important to those roles was a keen sense of just dealings and sportsmanship, taken on board at an early age. These qualities were likely part of the gift that William had for making and sustaining friendships. One formed during the Bolton years was that with J.J. Bentley, a man who from being a Turton player held various offices in the game, including as Secretary and Treasurer to Bolton Wanderers, F.A. Councillor, and President of the Football League. The friendship saw them as fellow members of the F.A. Council, both joining in 1888.

William Pickford had during his first twenty-two years of life enjoyed appreciable and formative experience. There was in 1883 much to take to Bournemouth with him, and beyond.

TWO

BOURNEMOUTH BACKGROUND

If the early years of William Pickford's upbringing, then education, followed by his time at the "Bolton Evening News", can be seen as a preparation for the later considerable careers in writing and in sport, then the return to the Bournemouth area may be regarded as providing the best of backgrounds for that which was to follow. Always one to make the fullest use of whatever came his way, there could scarcely have been years more opportune than those initially back in Bournemouth.

He had as a young advertising clerk at Bolton's "Evening News", where his uncle was department manager, enjoyed a range of duties that had expanded to include some football match reporting. He had gained an awareness of the game's growing popularity from the Bolton public reaction to his Saturday evening task of placing a display of the day's results in the "News" front window. He was later to state that "the enthusiasm of the large crowd outside when Lancashire victories were recorded equalled that of a General Election night."

This knowledge and experience he brought with him on returning to Bournemouth in 1883, for occupation similar to that known at Bolton. His father had obtained for him a post on the advertising staff of a local newspaper, the "Bournemouth Guardian", not then established long.

In a booklet, "Our Jubilee", he compiled for publication around fifty years later, Pickford, by then Managing Director of Bournemouth Guardian Ltd., marked the firm's landmark with an account that itself adds to the written history of Bournemouth. There is in 1933 this telling of how the weekly newspaper had been started during 1883, "in the Liberal interest", by Mr Thomas Reed, then editor of the "County Times", Stockport, and an old schoolfellow, Mr William Carter, of Poole.

Premises were secured in St. Michael's Place, off St. Michael's Road. The text of "Our Jubilee" describes the rooms concerned.

"They comprised a small ground floor, leading by a wooden staircase to an upper floor. This backed on to a house in Purbeck Road which Mr Reed and his family occupied, and a doorway was made connecting a back room of his house with the works. In the ground floor they installed a second-hand, single-feeder Brehmer press worked by a small steam

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engine and boiler in one corner. The upper floor was furnished with second-hand cases, imposing stone and old type and the bare appliances for setting up by hand an eight-page newspaper.”

In that August of 1883, the foreman at Stockport, with a few young printers, was persuaded to migrate South to Bournemouth’s “Guardian”. William tells that:

“We were a ‘happy-go-lucky’ crowd. Someone paid our wages — not much. Mr Reed drew £2 a week, the foreman 30/–, the printers and the rest of us next to nothing. Many advertisers settled their accounts in groceries, boots and clothing. We lived in hope and cleaned our pipes at the steam exhaust of the boiler every Friday.”

“Our Jubilee” tells of the firm’s progress, including transfer during September 1888 of the “Guardian” and its ring of local issues to “spacious works in Commercial Road, Bournemouth.”

“All the machinery installed was practically new, and it included a small general printing equipment with which the firm entered upon a new career.”

Then, at the 19th century’s close, William Pickford, with Mr E. A. Colborne: “who had for some years been largely responsible both for the newspaper and the works, were appointed joint managers and carried on the business for many years. Mr Colborne had joined the staff in 1887 and was one of the young printers on the ‘Observer’ who earned pocket money by the breakdown of the first issue in 1883.”

One of the earliest firms in Bournemouth to install linotype machines, important additions were made to the printing plant, which became of “the most up-to-date character.” So rapidly did the firm’s general printing increase that in 1928 came decision:

“to cease publishing the ‘Guardian’ series as, owing to rising costs and increasing competition of daily and evening papers, it was too heavy a handicap to us.”

Mr Colborne’s death in 1932 ended for Pickford what he described as “a happy comradeship of over 40 years.” Of the Bournemouth Guardian Ltd’s 1933 Jubilee, there was local press report that referred to that firm’s early years:

“‘It was newspaper and printing work of a primitive and “backwoods” type, such as would have delighted Bret Harte or Mark Twain,’ says Mr Pickford, who was on the original staff.”

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In a similar way to that in which his business career took forward directions on his adult settling in the Bournemouth area, so did William's devotion to sport, particularly (though far from only) football. He was, as ever, aware of opportunities and alert to possibilities.

His brother Ben was Secretary to Bournemouth Rovers F.C., which in 1883 William joined. There was not, he said, much choice. Several private schools "played Association", while elsewhere at Bournemouth, the Premier, "about the only other, was a small club."

"Recollections" tells that:

"There were several clubs round us – Christchurch Rovers, the Royal Artillery and Evans' School at Christchurch, Ringwood Hornets, Fordingbridge Turks, Wimborne and Blandford. The last four were good sides and not easy to beat, but for the most part the difference between the more precise and advanced play in the North and most of the earlier games with the Rovers, was marked. There was no lack of speed and energy, but dribbling was indulged in to excess and combination very little."

Of the Bournemouth Rovers own playing style, Pickford notes that:

"Sometimes we played six forwards, or seven, and relied on rush tactics. By and by we established the recognised formation and I played centre-forward for the club for ten years, and, until half-back play improved, used to score goals pretty freely."

A venue often associated with summer sport formed an interesting setting for his footballing experience:

"The Rovers in my time played on Dean Park cricket ground, and part of a quarter-mile cinder bicycling track cut across the field of play. It was a bit awkward for strangers. The grass surface was excellent, and after it the rough fields in other towns were a handicap."

There is in "Recollections", as in others of William Pickford's appreciable publications, much concerning sport in Hampshire, Dorset and wider fields. There may be found histories of clubs, competitions and organisations. Also some fascinating character portrayals indicative of a marked sharpness of observation and gift of retention, as well as fairness of perception. In addition to players, others to feature include clubs and association officers, match officials and, not always to their credit, some in attendance.

While often writing in recognition of their clubs' achievements, a page in "Recollections" has something to the detriment of a number in

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support at two Avonside grounds. Of football match-play disagreement:

“The spectators, particularly at Ringwood and Fordingbridge, sometimes joined in the disputes. At Ringwood boys used to waylay us on the way to the station and shy stones. Once, at Fordingbridge, we had to retreat to the dressing shed and were penned in for a long time by the local crowd.”

Much of what William Pickford has to convey about his own playing career is of appreciably wider interest than just his personal achievements, worthy though they are. In print, as in talk at after-dinner and other such occasions, there was content that shared much concerning the fuller scene, often with a characteristic touch of humour.

Of playing progression, in “Recollections” there is statement that: “Heading the ball was only done by chance until the player realised its advantages. The first time I headed a goal a spectator shouted, ‘Look at that, he kicked it through with his head.’”

There is recall that “The R.A. played in military boots and stood no chance.”

An opponent particularly remembered was Charlie Neave of Fordingbridge Turks, “the first player I ever saw pass the ball or shoot, facing his own goal, with an overhead kick.” Ringwood included in their ranks F.A. Johns, a Solicitor who was in 1938, the then oldest coroner in England. Such was the versatility of Ringwood’s Arthur Kingsbury (also a noted local historian) that once, as a Rovers team mate of Pickford’s, when at Wimborne in mid-winter the ball landed across the River Stour, Kingsbury swam across and retrieved it and then went on with the play, “shaking the wet off like a spaniel.” “Nim” Marsh of Fordingbridge Turks was a champion West Country runner. Wimborne’s H.R. Farquharson came from “a Dorset family of repute.”

From his earliest days with Bournemouth Rovers, soon involved after his 1883 joining, Pickford was ready to measure the strength of character within the club and assess the weight of his own contribution:

“Possibly I made my ideas too plain to meet with favour, and was rebuked more than once by Jack Nethercoate and J.S. Helyar, the captain and vice-captain.”

The Rovers’ colours when founded in 1875 had been black shirts with a white shield. This was never to Pickford’s liking, and he persuaded the Committee to adopt cardinal and lemon quarters. In later seasons, there was a choice of green, and then a change to red. There was in

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1888 William Pickford succession to Jack Nethercoate as Rovers captain, but he had by then become very much involved with Hampshire F.A. secretarial work, and played in fewer matches. Even so, there is his acknowledgement that:

“Maybe I did a bit to enthuse the club and suggested we should enter for the ‘English’ Cup. We did so and were drawn against Old Westminsters in London, early in season 1884-5. We strengthened our side by including the Wimborne goalkeeper, S.E. Wallingford, and Johns and Kingsbury of Ringwood, and played on Kennington Oval.”

The Old Westminsters team had strengths of its own. Among the several internationals in their side was Norman Coles Bailey, a London Solicitor of considerable footballing background. Playing in London’s first-ever floodlit soccer match in November 1878 (such a fixture had taken place in Sheffield the previous month), Bailey, in a new right-half berth, had a run of ten consecutive appearances for England against Scotland. Also, in an area of particular later interest to Pickford, Norman Bailey in 1885 seconded the proposal for the legalisation of professionalism when this was put to the Football Association.

There was for Bournemouth Rovers a 6 – 0 defeat in that cup-tie at Kennington Oval, refereed by C.W. Alcock, at that time Secretary to the Football Association, with whom in later years Pickford was to serve on the F.A. Council, and in due course to succeed as a Vice-President.

There was in season 1885-86 further Rovers entry for the national Cup, drawn to play away against Old Carthusians, which club decided to “scratch”. In 1886 required again to travel, to Chatham, that brought such Rovers ventures to an end. There was no “gate” income and players had to meet their own expenses. “Recollections” reveals that:

“For years I never drew a penny for travelling, and occasionally contributed to paying for even poorer players who could not afford it. Most of us paid for our sport. We had to provide our own gear as well as a subscription to the club.”

Neither cost or other factors could dampen the devotion of Pickford or fellow enthusiasts to the game. With a limited number of clubs and fixtures, there were players keen to appear for virtually any team that could offer them a place. William Pickford in his time played for Ringwood versus Wimborne and vice versa, as for both sides in turn at Fordingbridge Turks against Ringwood matches. For some years

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there were occasional appearances for the village club of Pokesdown, and also some captaining of a Boscombe side.

Travel to matches was often makeshift, with many journeys undertaken on high bicycles. Rail service was described as “not good”, while “the New Forest with its terrible roads was a bar to inter-communication.” Destinations reached, changing into and from playing gear was often carried out in sheds or under hedges. Pitches themselves were frequently rough and ready, with some grounds using a stretched length of tape as a crossbar. There had to be a willingness to accept and adapt.

Of match control, “Recollections” informs that:

“The clubs each had their own umpires – almost part of the side, as the referees, if any, could not give a decision at that period unless they disagreed.”

The Rovers’ own “stock” umpire could, Pickford confides, “be relied on to dispute any of the opposition goals!”. He had known games to be stopped while teams engaged in arguments concerning points at issue. Match reports were often noted as a game having been won by a stated score, with “goals disputed” on the part of a named side.

Always forward thinking, William Pickford was able to bring much of his Bournemouth area playing and other experience to a broader scene. While on first joining the “Bournemouth Guardian” in 1883 he had been employed as a book-keeper, there were also some local news reporting duties. Accounts of matches in which he played were featured and then, from about November 1883, contributing a weekly column of district football notes headed “Under the Cross-bar”. These were, so far as he knew, “the first football notes in any paper south-west of London.”

Importantly for Pickford’s own career and activities directions, as on a broader scale the part he was to play in developing aspects of the game, in two Counties initially and then on the widest of scenes, he became aware of and wrote about another footballing body, a South Wilts Association. From this came his suggestion that a similar organisation should be considered for the area of Bournemouth and beyond.

The idea was taken up with some purpose by the Rovers Committee, including Pickford himself, early in 1884. That body of sportsmen had much to take with them towards the forming of a County (or two Counties) Football Association. William Pickford, with much yet to come in playing and other intentions, was to be very much part of that co-operative progress.

THREE COUNTY ASSOCIATIONS

Among William Pickford's strengths was an open-mindedness to a need for change, related to an awareness of what was happening elsewhere. This quality played a significant part in his contribution towards the formation of County Football Associations for both Hampshire and Dorset.

He would have been aware of the game's growing popularity throughout local towns and villages during the 1860's and 1870's, impetus having been gained from the formation of a national Football Association in 1863 and the 1871 introduction of an F.A. Cup Competition.

Of early local Associations could be named those at Sheffield (1867), Scotland (1873), Birmingham (1875) and Wales (1876). Elsewhere, Counties Shropshire, Staffordshire and Surrey each dated from 1877, with 1882 marking a forming in Sussex, neighbouring Hampshire.

Of likely particular interest to William Pickford, a mid-Lancastrian, might have been creation of the Lancashire Football Association, at a September 1878 meeting in Darwen. Pickford enjoyed a long working acquaintance with Charles Sutcliffe, a man prominent at both County and national F.A. level, whom Pickford seemed always "to have known". With Fred Hargreaves, Sutcliffe was co-author of the 1928 published history of the Lancashire F.A., a work that Pickford may have had in mind when writing Hampshire F.A.'s "Golden Jubilee Book."

Certainly Pickford retained clear memory of a speech he made himself at the Lancashire organisation's Jubilee Banquet in 1928, and made open acknowledgement to that County's efforts when drafting Rules at the formation of Dorset and Hampshire F.A.'s. There was also in his published "Recollections" an expressed interest in the welfare of Lancashire Clubs. A cousin, J.E. Pickford, was in 1887-88 Secretary of West Manchester F.C. They shared one match-day occasion when going together to see Preston North End, whom William particularly followed, defeat Notts. County ten-nil.

Of County Football Associations formed during 1884, that in Wiltshire was of special interest to William Pickford. As a follow-up to his "Under the Cross-bar" mention in the "Bournemouth Guardian" of what he termed a "South Wilts Association" having been formed,

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there was positive Bournemouth Rovers response to the idea of something similar being considered for that club's area.

The Rovers Committee arranged for a meeting to be held at Laings Hotel, Wimborne on the 26th of April 1884. Pickford in his "Recollections" tells of a group of men who bicycled to the meeting, at which William's brother, B.R., was appointed Hon. Secretary, and Francis Johns elected to take the Chair.

The heading of page in the hand-written Minutes Book reads: "Minutes of a First General Meeting, April 26th 1884, Convened at Laings Hotel, Wimborne by the Bournemouth Rovers." There was then a list of delegates present, reading as: Rovers — Messrs J.A Nethercoate and B.R Pickford; Ringwood — Johns and Gaterell; Wimborne — W. Bennett and Kaill-Fripp; Arabs B'mth — Ridley and Littlecott; East B'th — Mr Silverthorn. Among others named as in attendance were Messrs. J.S. Helyer, W. Bevis, W. Pickford, Allen, C.W. Brooks, A.H. Kingsbury and Stevens.

The Inaugural Meeting's Minutes contain some interesting points of procedure. Proposed by Mr Nethercoate and seconded by Mr Gaterell was Resolution: "That a District Association be formed under the name of the 'South Hants and Dorset Football Association' and that the radius be 40 miles from Wimborne within the two Counties." An amendment that the name be "Hants & Dorset" was carried, but then ruled Out of Order by the Chairman. After some discussion, the original Resolution was carried by 6 votes, with three not voting.

There followed agreement that a General Committee be formed, to consist of two delegates from each affiliated club. There would also be a President and "an unlimited number of Vice Presidents." For practical working purposes there was to be a Provisional Committee consisting of Messrs. Johns, Bennett, Nethercoate, Traill, Neave, Marsh, Stedham and B. R. Pickford. This Committee was asked to draft possible Rules for the Association, "and submit them to a Committee Meeting for approval." Mr B.R. Pickford having been "unanimously elected Hon. Secy., pro tem," — "The Triangle then sounded and the company dispersed."

Officers and Committee Members of the newly formed Association were clearly much at work during the summer months of 1884, as was plain at the 22nd of September Meeting. Gathered again at Laings Hotel, Wimborne, delegates present were Messrs. F.A. Johns (Chair), W. Bennett, Gaterell and B.R. Pickford, together with Messrs. W. Pickford, Wallingford, Kaill-Fripp and Ward. Business considered included correspondence from Messrs. W.J. Harris, Farquharson, C.J. Hankinson, W.W. Beach, F. Compton, and Lord Wimborne.

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Then, conveyed in a few words from the Minutes of that September 1884 Meeting of Committee, but representing surely considerable effort, came item that “The Rules of the Association were discussed and framed.” In Hampshire F.A.’s “Golden Jubilee Book” of 1937, William Pickford tells of how the task was undertaken.

“We, who started this work in 1884, had very little to guide us. The first thing we did was to go to a very good source for information. We got a copy of the rules of the Lancashire F.A. and an encouraging letter from the Secretary, Mr R.P. Gregson, to the effect that ‘when we had learned how to play’ he would send a Lancashire XI to Bournemouth. That never came off, but it would take no careful search to discover that the Hants F.A. rules of today still contain entire sentences that appear in the Lancashire rule book. We started our work on a very good model and so avoided some of the pitfalls that lie in the path of pioneers.”

Further at the 22nd of September 1884 Meeting, there was mention of rules relating to Senior and Junior Cup Competitions, with decision that the issues be brought before a Committee Meeting in the near future, “called for October 2nd at Wimborne.” The September Minutes then concluded with statement that “The gong was struck and the happy band separated.”

Publication of the “South Hants & Dorset Football Association Handbook 1884-85,” compiled by William Pickford, tells not only of all that had been achieved to date, but also of clearly defined plans for the future. The Handbook’s 32 pages, each approximately three by four inches in size, further to value for those using at the time, also contain much of appreciable later historical interest.

With T.J. Hankinson Esq., of Bournemouth, named as Association President, listed as Vice-Presidents are: H.R. Farquharson Esq.; W.W. Beach Esq., M.P.; W.J. Harris Esq., M.P.; Horace Davey Esq., M.P.; C.W. Hulse, Esq.; W.W. Moore Esq., J.P.; W. Carter Esq., &c. The address of the Hon. Secretary and Treasurer, Mr B.R. Pickford, is shown as The Manse, Pokesdown, Bournemouth.

Membership of the Association was open to “all clubs playing Association Rules within a 40 miles radius of Wimborne,” subject to Committee approval. Of clubs listed as members, the Handbook stated believed dates of formation, as understood at that time. These were: Blandford (October 1st 1882), Bournemouth Arabs (January 1883), Bournemouth East (September 1883), Bournemouth Premier (1880), Bournemouth Rovers (the printed 1873 altered in pencil to

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1875), Fordingbridge Turks (1875; later understood to be 1868), Melcombe Regis School (1884), Portland (1877), Ringwood Hornets (1879) and Wimborne (1878).

Apart from the query concerning Bournemouth Rovers, there are others of the stated dates open to possible question. William Pickford in his own writings, as indeed other authors in their's, for instance, regard 1868 as the formation date of Fordingbridge Turks, recognised as the oldest surviving Hampshire Club.

Particularly relevant at the South Hants and Dorset F.A. 1884-85 Handbook date, the ten named clubs were each able to provide two members to serve on the Association's General Committee, with Chairman, Francis Johns, additionally coming from Ringwood Hornets. The representatives listed were: Messrs. W.S. Traill, F.Ball, E.C. Duchesne, H. Jennings, A. Silverthorn, H. Wells, G. Sparks, A.E. Bast, J.A. Nethercoate, W. Pickford, C.E. Thompson, E.C. Rake, E. Symes, E.G. Laing, J.E. Bush, F. Reynolds, F.G. Gaterell, A. Barnes, S.E. Wallingford and W. Bennett.

An early undertaking of the newly formed organisation was an encouraging help with the arrangement of fixtures, to which the introduction of a Cup Competition was a marked step forward. In that he was to remain active as a player for some while, Pickford was enthusiastically supportive of these processes.

A favourite feature of William's story-telling repertoire related to his scoring the only goal of the match by which Bournemouth Rovers defeated Ringwood Hornets at Wimborne in February 1885, to become first holders of the silver Challenge Cup. The Cup, costing £20, had been paid for by means of subscriptions, it taking two years to raise the required amount.

Such was the keenness of both clubs for success in the Final, that they recruited players from "away". Ringwood had two come down from London. The Rovers used two young Scots with Poole connections, who paid their own expenses from Scotland for the occasion. There was also in the Rovers side Hubert Heron, previously five times an England international winger of marked skill, and three times an F.A. Cup winner (1876-7-8) with the celebrated Wanderers. Heron's Bournemouth connection was that he kept a wine shop at Lansdowne.

In the Challenge Cup Final, the goal came when Rovers player, Frank Powell, beat Ringwood full back Johns, and passed the ball for Pickford to score. The defender claimed that Powell had been offside, but the Referee allowed the goal to stand. Around forty years later, boarding a tramcar after returning from London, Pickford was joined in his seat by an elderly man who proved to be Johns, the former

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Ringwood Hornets opponent. There was greeting for Pickford: "Hullo. Is it Billy Pickford or Ben?" The answer was "Billy." "Well", came the rejoinder, "You know that goal was offside." Billy much enjoyed telling of that conversation.

Apart from Cup-tie and other club fixtures, there was also Pickford's pleasure of playing appearances, ten in all, for the South Hants and Dorset representative team. The first such match was a two-nil win against South Wilts at Salisbury, during October 1885. An initial meeting with Sussex experienced a 10 – 0 defeat. Other opponents included Dorset, and Berks and Bucks. Team colours were chocolate and gold. There is Pickford note that "All the players chosen paid their own expenses in matches as far as Brighton, Reading, Salisbury and Walton-on-Thames."

There is light-hearted Pickford telling of a goal he was awarded in the Association's return match against Sussex, at Bournemouth. From a long distance shot, the ball sailed high over the cross-bar, but the referee signalled it as a goal. Pickford was "following up the kick hard," and laughed at the outcome.

William's brother Ben carried out the South Hants and Dorset F.A. Secretary's business from the Pokesdown Manse, where they lived and shared much discussion time. There would have been thought given to the difficulties that the two-Counties organisation was facing. Some of the problems met would have arisen from the success experienced. The distance covered ranged from Portland to Portsmouth, from Fordingbridge to Melcombe Regis. Although a Bournemouth Railway Station had opened in 1879, transport facilities were limited, often posing matchday problems. Telephone communication was in its infancy, Bournemouth's first Exchange dating from 1886. A tendency for administration to become centred, with meetings held in Bournemouth or Wimborne, was of inconvenience to clubs to the North and East of the territory.

Arising in part from the disadvantages met by the two-Counties set up, there was voiced possibility that separate local associations might be established in Portsmouth and for the Isle of Wight. Such developments could, it was thought, lead to a divergence of control. Following a number of informal conversations between some of those concerned, there was decision to call a meeting of the existing combined-counties membership, for the purpose of dissolving that body, prior to the creating of individual Hampshire and Dorset units.

Mr R. Hemingsley, an active member of Portsmouth Football Association Club, took steps to obtain the ten signatures that enabled the required Meeting to be convened. The occasion, described by

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William Pickford in Hampshire F.A.'s 1937 "Golden Jubilee Book", was given full County newspaper coverage at its time of happening.

The "Hampshire Independent" on Saturday the 16th of April 1887 told of a special Meeting of delegates from the 14 Hampshire and 8 Dorset Clubs, forming the Hants & Dorset Football Association, on the previous Wednesday, the 13th, at Wimborne's Crown Hotel. Business had commenced when 32 were present, with Mr S. Wallingford in the Chair. Following statement of the purpose of Meeting — to consider the advisability of dissolving the union of two Counties, with a view to forming a separate Association for each — a Resolution was moved to such effect. There was then an amendment that the matter be deferred, for consideration in twelve months time, this motion defeated by twenty votes to seven. The original proposition, proposed by Bernard Pares and seconded by Major C.S. Wooldridge, was then carried by twenty five votes to three.

Of decisions made, there was agreement that Dorset, as the weaker County, should retain the Senior Challenge Cup, valued at 20 guineas, together with any balance of assets. The Junior Cup was to become Hampshire's. In appreciation of his four years as the formation Association's Hon. Secretary, Mr B.R. Pickford was granted a testimonial.

Of the dissolution, William Pickford has written that:

"The Dorset delegates, to their credit, took it very quietly and seemed quite ready to go on their own. In fact, as soon as the meeting closed, they hurried into another room and decided to start the Dorset F.A., and are thus the older of the two organisations by about ten minutes!"

The handwritten Minutes of that 13th of April 1887 "Special Meeting" contain a number of interesting features. The month of Meeting is originally entered as "March", crossed out and "April" entered, this latter indication consistent with contemporary newspaper report. Initially elected to the Chair was Mr E.C. Duchesne of Bournemouth Arabs. On the arrival of Mr S. Wallingford, the Chair was vacated for him to occupy. At its formation Meeting, the Dorset F.A. elected as Hon. Secretary, Mr D.C. Stewart, a Wimborne player of high reputation, with eight appearances in the County team to his name. At their County F.A. coming into being, Hampshire's representatives made their selections.

FOUR PURPOSE AND PURSUIT

Hampshire Football Association came into being in two separate but clearly related stages, with William Pickford very much part of the process. His sense of purpose, and pursuit of an identified goal playing a significant part.

Following the Meeting that on the 13th of April 1887 brought about dissolution of the two-Counties structure, Hampshire F.A. had its own beginning. At the preliminary gathering, chaired by Mr C.J. Hankinson, William Pickford was appointed Hon. Secretary, pro tem. This election was confirmed at a follow-up Meeting, this at Southampton's Spartan Club on the 20th of April, albeit Pickford was absent, the result of a footballing injury. At the Spartan Club, elected to the post of Hon. Treasurer was Mr R. Hemingsley, prominent in Portsmouth area football, added the duties of Treasurer to those of Secretary.

With Colonel Fellows presiding, seventeen clubs were represented at the Spartan Club on April the 20th. Delegates attending were listed as Messrs. F.A. Brewer and A.E. Coombes (Southampton Harriers), S. Halliday and G.H. Low (Cowes), Varley and C.E. Bromley (Southampton St. Mary's), E.C. Duchesne (Bournemouth Arabs), A. Tebbutt and C.S. Wooldridge (Winchester), McKay and A. Oswald (Woolston Works), C.G. Ellaby and F.G. Cole (Banister Court), Wood (Freemantle), F. Brownen and F. Tilley (Christchurch), J. Bartlett (Ringwood), W.E. Masterman (Bournemouth East), C.S. Holmes and W.K. Stride (Totton), A.A. Wareham (Bournemouth Premier), G. Bagshaw (Ordnance Survey), B.R. Pickford (Boscombe), Bernard Pares (Portsmouth Sunflowers), H.F. Hastings (Portsmouth Grammar School).

A chapter in William Pickford's "Golden Jubilee Book" (1937) is headed "Formation of the Hants F.A.", and tells from personal experience of the circumstances faced.

"The meetings in the first season were perambulating ones, held alternatively in different towns, Portsmouth, Southampton, Bournemouth, Eastleigh, Winchester, etc. It was not until a later period that it was decided to have a fixed headquarters and pay the railway fares of delegates. Thus different persons represented clubs at the meetings."

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“Some of us had the advantage of having taken part in football control previously, but to most of the newly-drawn enthusiasts everything was fresh. An important lesson they had to be taught was to put the organisation before the club; the general furtherance of the game before the localised interest.”

The “Golden Jubilee Book” conveys the clear pleasure of author Pickford at having been part of a growing organisation, towards which he was able to make a chosen contribution.

“We were rather good in the old days on badges and mottoes, and for the county colours went for something startling, crimson and blue. For the badge we selected the Hampshire conventional white rose and added, why no one now seems to know, a golden crown. Also we took a high line with a motto ‘Fortiter et recte.’ There is nothing like ‘aiming at the stars.’ As we had no money — none of us worth speaking about — we fell back on the ancient practice of making as many people vice-presidents who could be persuaded to part with half a guinea or so. The expenses were small at first. There was penny postage and great use was made of halfpenny postcards. A few pounds taken at a cup tie were a windfall. There were few grounds with decent entrances and very often the sixpences were collected at a gate in a field or a gap in the fence. There were no turnstiles anywhere and no Entertainment Tax! Happy, care-free days.”

The continuation of his own playing career — with Bournemouth Rovers, other clubs, and representative sides — until 1893, was to give Pickford an insight into aspects of the game that he would put to particularly good use in the years to come.

In “Recollections” he tells:

“I last played for my old club on Boxing Day, 1893, when a fall on frozen ground closed the playing chapter. In 1892 we had won the ‘Southern Echo’ cup and medals, but it was no great credit as St. Mary’s declined to play the final tie, heaven knows why.”

With regard to injuries:

“I was lucky as a rule, only once spraining an ankle and once laid up with a kick in the back. I made a rule never to let a man charge me but to meet him vigorously, and owed a certain immunity to that I think.”

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A success that brought special pleasure is described with a neat touch of Pickford humour:

“We won a great victory in the Cup once over Royal Engineers, to whom we gave a lunch in the Pavilion with plenty of beer, just before the game! In that match I scored the first goal from a penalty kick, under the new rule, in Hampshire. The game, being drawn, was re-played at Aldershot, when we won by a shot from near the half-way line that I put in and that just dropped under the bar. It is a wonder we could play at all, as the soldiers conveyed us in ammunition wagons without springs (!) from the station for two miles to the ground.”

There was a chance of further Final honours, in 1886-87 competitions, for the Hants and Dorset Cup, also the Portsmouth Cup.

“It is interesting to recall that I might have won two cup medals, with the Fusiliers and the Works. Our cup rule did not prevent a player assisting another club than his own if he had not played a previous cup-tie with them. In both seasons I failed the Rovers in their first rounds, which they lost, once being ill and the next having a sprained ankle, so I could play for any other side left in that asked me. The Fusiliers, having lost their centre-forward just before their final-tie v. Wimborne, invited me to take his place. But as that meant I should have to go to Portland and enlist as a soldier, play the match, and then ‘rue,’ as they termed it, to go back to civilian life, it did not appeal to me. My mother and father also objected. In the case of Woolston Works, their centre-forward, Willy Ramsay, got hurt and they wired me to play for them in their Portsmouth cup-final, but I did not think it quite fair to do so.”

As a player, Pickford was basically a forward. From in 1885 and 1886 having 109 goals to his credit, his name was used in the refrain of a comic song featured at a Theatre Royal pantomime: “May Pickford kick a goal, Right over the North Pole.”

He writes: “I used to cut a notch in an oak walking-stick for every goal and it was covered with cuts. I kept it for years, and one day found it so worm-eaten that it broke into pieces.” “Except on two occasions I never played in any position but centre-forward. Once I tried inside-left to enable a heavier player to take the centre, but did not like it. On another occasion I was temporarily disabled and

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went into goal. That was worse. In that huge area I felt lost.”

“Naturally our games were played under all weather conditions from 70 deg. In the shade in St. Martin’s Summer to frozen grounds in winter! One winter, on Boxing Day, 1885, in the morning after a fall of snow on Dean Park, we went up and swept the ground pretty clear.”

There was an understandable pride in captaining Hampshire’s “first team put in the field”, against Sussex at Chichester, on the 15th of October 1887. Listed as “right wing, W. Pickford (Bournemouth)”, there was the satisfaction, with the scores level at 1 – 1 , scoring “the winning goal by a successful shot towards the close”, to give his team an “unexpected win.”

This continuing as a player would have provided for Pickford an added awareness of factors relating to tasks undertaken in the early years of his Hampshire F.A. secretarial experience. There were disciplinary matters, both on and off the field of play, with his widening interest in aspects of rule and law. The Association had to concern itself with the drafting of regulations for, and the raising of funds to provide trophies related to, Senior and Junior Cup competitions. There were matters relevant to the making of fixtures and the appointment of referees.

A number of intriguing issues came to William Pickford’s notice as Hampshire F.A. Hon. Secretary/Treasurer, with County representatives matches their own needs for attention.

“We turned down rather contemptuously a challenge by N.L. Jackson, founder of the famous Corinthian Club, and then secretary of the London F.A., to play their reserve team.”

There was marked Hampshire enthusiasm for fixtures against Sussex, and with “our late colleagues of Dorset.”

Of decision making need, was an issue of financial implication.

“It is interesting, in view of the modern vogue for insuring valuable professionals in International matches, that we declined an offer by a Mercantile Company, to insure players in our Final and Semi-final ties, for a premium of £5.”

A fullness of responsibility for Hampshire F.A.’s overall finances fell upon Pickford’s desk on assuming the duties of Hon. Treasurer at the departure of post-holder, Mr. R. Hemingsley, on appointment as sub-editor to a Midlands newspaper.

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As Pickford revealed: “Mr Hemingsley had never handled a penny of the Association’s money, and his brief record of five months in office is surely unique.”

From its earliest days, there was Hampshire F.A. warmth of relationship with its Sussex counterpart, which from its own formation in 1882 would have tackled some of the situations that Hampshire had taken on board. This sympathy was to play a part in the future thoughts of each organisation.

Varied experiences in the initial 1887 gatherings of Hampshire’s club representatives, including that, in Pickford’s words, “attendances grew too big”, meant that there was need to act. “Before very long we had to form an elected Executive to act for the season,” he tells.

Further, as “Jubilee” relates, there was a choice of what became well decided upon, joint action with Sussex.

“By this time we had begun to learn a little more in a nebulous sort of way of the existence of an authority even higher than our own, the National Association, and discovering that any county, or combined counties, having 50 clubs in membership had a right to a representative to The Football Association Council, we turned to Sussex, always good friends to this day, made up the required total between us, and joined with them for this purpose.”

FIVE WIDENING HORIZONS

Being a leading figure in the 1887 forming of Hampshire Football Association was to prove step along a path towards widening horizons for William Pickford, as for others. He had long put to effective use those areas of knowledge and experience that he enjoyed. There was also readiness to explore fields where he was not travelled. In a "A Few Recollections", an early chapter, "Joining the Football Association Council", paints a picture.

"Though well aware, in a general way, in the early 'Eighties' of the existence of a national body that made the rules and had to deal with the leading problems of the times, and ran a Cup competition, and would not let us play football in the summer, we had little to connect us with or even interest us in it."

With understandable wish to have a more widely concerned part in what was a developing game, decisions needed to be made.

"Recollections" tells that "When the Hampshire F.A. was formed in 1887 we thought we might as well do something to get in touch with things and, being on very good terms with our Sussex Association friends, we arranged that the two counties, being able between them to raise the necessary 50 clubs, should join and send a delegate. As Sussex was the senior Association we gave them first choice, and Dr. C.J. Smith, of Brighton, represented us both on the F.A. Council. The following year it was our turn, and on July 30th, 1888, I was appointed to represent Hants and Sussex. In 1889, having more than 50 clubs of our own, we terminated the joint arrangement and I remained on the Council."

William Pickford's entry onto the national stage provides an intriguing story, with some variations in its telling. It is given generous space in "The Official History of the Football Association" (Macdonald/Queen Anne Press, 1991), a truly handsome publication, excellently compiled by Bryon Butler, author, and B.B.C. Radio's Football Correspondent for 23 years.

In the work's early stages, Bryon Butler writes of the formation of the Football Association in 1863, the "first milestone in the history of

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organised football”, before which the game was “a good but wasted idea.” There are a number of William Pickford references and uses in this history.

There is Billy Meredith quote from the considerable four-volume “Association Football and The men who made it”, (1906), by William Pickford and Alfred Gibson. There is Pickford appearance in Bryon Butler’s use of illustrations, including the earliest used picture (1905) of the Football Association Council. Of William Pickford first entering Football Association territory, Bryon Butler quotes a passage from Pickford’s “A Glance Back at the Football Association Council, 1888-1938.” This work is in effect separately published pieces extracted from “A Few Recollections”, where the used text is essentially the same. Of Pickford’s F.A. “baptism” may be read:

“Owing to some misunderstanding at the head office I was not notified of any meetings until later and made a first appearance on November 5th, 1888. I remember it well. Up two flights of stairs to an upper set of rooms at 51, Holborn Viaduct, London, overlooking Farringdon Street, that the road crossed. There was a room with one long table in it, reached through the office, and a tiny waiting room. The hour of meeting then and for some years was 5.45p.m. There was no late train back to Bournemouth so that I had to stay overnight. After sampling various hotels north of the river I stayed, generally, near to the L. and S.W.R. Station at Waterloo to catch the early morning ‘Newspaper train.’ I did this for years in order to be at the office as soon after 9 a.m. as possible, for having had the previous afternoon off I did not like to ask for more favours.”

This Pickford account of his introduction to the national scene might reasonably be read as describing a journey made by train from the outset. Certainly this was so of later attendances. In years earlier than “A Glance Back” there would seem to be different accounts of that coming to the F.A.’s London Headquarters.

The columnist “Beverley” in the “Bournemouth Daily Echo” of September the 10th 1931 gives a report of talk given by “Mr W. Pickford” recently to a monthly meeting of the Bournemouth Referees’ Society at the town’s Portman Hotel. That he had spoken for “getting on for two hours without a note”, and the talk being reported in summary could well account for some variation if compared with other recounting of the same events.

“Beverley” wrote that: “The usefulness of cycling as an adjunct to football was subsequently shown by Mr Pickford,

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for it was nothing to footballers in his young days to cycle to play a match as far away as Blandford, Sturminster Newton and Fordingbridge. And on a penny-farthing machine too! In fact, Mr. Pickford cycled to London to attend his first F.A. meeting, and cycled back the next day. This was too much of a good thing, and he never did it again.”

Newspaper report of a talk given to Poole Rotary Club on another occasion also included reference to that special experience:

“Mr Pickford recalled the progress of the Football Association and how at its formation in 1888 he, as Hampshire representative, rode to London on a high bicycle, and back to Winchester the same night, ready to ride on to Bournemouth next morning, to start work at 9 o’clock.”

Certainly that printed account would have given an incorrect beginning for the national F.A., which dates from October 1863. In an exclusive article for the Football Supplement of “The Star” on September the 15th 1937, “William Pickford, the new President of the Football Association”, wrote of that 1888 event.

“In October, 1888, I attended my first F.A. Meeting. As it was a fine day, I rode up to London for it on my penny-farthing bicycle! I was interested in cycling and swimming at that time.”

The date concerned is in other places recorded as the 5th of November 1888. Of the enthusiasm for cycling there is no doubt, with plenty of other reported mention. A chapter in “A Few Recollections of Sport” is devoted to cycling and enthuses over having ridden “a bicycle of one sort or another all the year round for nearly fifty years,” albeit prior to leaving Lancashire in 1883, he had “seldom seen a cycle.” The “Cycling Recollections” pages contain many details of relevant experiences, including during year 1888, but no mention of F.A. Headquarters in London.

There is reference to that attendance and its travel in both “A Few Recollections” and “A Glance Back”. Such version dating from 1938.

“It has been stated that I cycled to my first meeting, but that is not so. In the short days of November and on a fifty-inch ‘good old ordinary’ with solid tyres, and over such terrible roads as then existed, it could not have been done in time for a 5.45 p.m. meeting. But in July, 1889, I took my ‘bike’ to London by rail and cycled home the next day. It

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took me twelve hours to do this 110 miles between Ye Old Bell, in Doctors Commons, where I was kept awake most of the night by the chiming of the real bells of St. Paul's Cathedral almost overhead, and my home at the village of Pokesdown, then 'near Bournemouth.'"

Alongside his professional occupation as a printer and journalist, the considerable work as Honorary Secretary/Treasurer to Hampshire F.A., and representing the County on the Football Association Council, there was also determination to continue his football playing enjoyment. Other sports, cycling and swimming among them, together with the pleasures of writing, contributed to an impressively full calendar.

Of national F.A. business, "Recollections" indicate the extent to which Pickford was able to take a part during his earliest involvement.

"Down in the South-West our football was of a junior type and we were, for some years, not very much interested in the Football Association. It hardly touched our lives and certainly did not disturb us in the least. The meetings I attended dealt most with matters of no concern to Hampshire, except for an occasional decision on some dubious point of law that I made a note of. What, for instance, did it matter to me that on November 5th, 1888, I agreed with the rest, to permit Archibald Goodall to be registered as a professional for Aston Villa? But when it was reported that a referee had, in a match between Attercliffe and Park Grange, allowed a player 'discovered' wearing spikes on his boots to continue playing, and the Council ordered the game to be re-played, that did interest me! There were 27 present at my first meeting, and the only one I knew was John Bentley. The next meeting in February was in Sunderland, and I gave it a miss. It was in fact several years before I began to take a live interest in the work."

There was 1893 appointment to the F.A.'s Rules Revision Committee, and from 1899 (until 1920) serving on the International Selection Committee. At one period or another he was to be on every Committee of the Council, but that was in time to come. During the later 1880s and into the 1890s, there was Pickford involvement particularly, and heavily so, at Hampshire County level. Of the situation both at home and, as it were, away, successive chapters of the "Golden Jubilee Book" are headed "Some early problems" and "Spade work in the 'Nineties'." The William Pickford approach clearly

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was that problems were there to be faced, and spade work at hand for those willing to tackle the digging, which he certainly was, on all counts.

Continuing as a player, this until 1893, gave him a grassroots feel for much with which he had to deal in an administrative capacity, often needing to contribute towards a ruling. Experience of captaincy, including at Hampshire County level, added an awareness of responsibilities, to which his interest in the game's Laws was a further factor. The latter was brought more to the fore when, playing days over, he assumed the role of referee for a while and undertook the giving of lectures to bodies such as a local Referees Society.

Fixtures arrangement was an area of County and club interest, with Cup competitions a keenly welcomed introduction. In the "Golden Jubilee Book" there is Pickford description of the excitement caused and the part that as Hants F.A. Secretary he had to play.

"The first cup draws were the great interest, and to avoid long journeys we divided the entries into east and west."

"The clubs were given dates by which their ties were to be completed. Though this plan held good for years it was the cause of trouble to the Hon. Sec., who had to hold the scales between many conflicting interests."

Cup contests brought their own quota of issues for decision by County F.A. officers, with the Hon. Secretary very much part of the process. There was the well documented case of "Kesson's Boots." Finding themselves well placed in the Senior Cup, Woolston Works brought back from Glasgow, to where he had gone having left their employment earlier in the season, former player J Kesson. The club claimed that, as Pickford told it, the player "had left some of his 'goods' with the landlord of the hotel at Woolston and so had retained his 'residence,'" which was a requirement. There is Pickford acknowledgement, "And he got away with it. In dealing with the ingenuity of secretaries we had plenty of points to puzzle out."

Concerning the outcome, having had Andover's appeal against the use of Kesson dismissed, Woolston Works remained in the competition, and went on to defeat Winchester in the Final, becoming the first holders of the Hampshire Senior Cup, this in 1888.

In "Jubilee" can be read William Pickford's account of the growth of Hampshire's junior football clubs, in which progress he would have played an appreciable part.

"In the third season we decided to establish a Minor Cup for 'village and other weak junior teams.' It was the first

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time that any County Association had tackled the question of football for youths, between the school age and adult football. It had an immediate success and in the course of several seasons did more to start and promote 'Soccer' all over the county than anything else. Clubs sprang up like mushrooms, and so did protests."

There would have been for William Pickford, through his national F.A. connections, as from other sources of information, awareness of competitive football spreading generally. There was establishment of the English Football League for season 1888-89, a Scottish League 1890-91, and an Irish League for 1890-91 also. A Welsh League would date from 1902.

Hampshire F.A. would have through its officers been aware of a notice placed in a March 1895 issue of the "Hampshire Independent" by Mr. W. Hammock of Westridge-road, Southampton, "desirous of forming League competition for the County of Hampshire." Contention was that the day of "friendlies" was gone, and that if the idea of League competition had worked well elsewhere, why should it not be considered in this County?

As indicated in "Recollections", there was initial Hampshire doubt regarding the merits of a League structure. Of the national set-up:

"In its inception the League was almost entirely a North and Midland affair. We, in the South, did not for a time take much interest in it. Twelve clubs struggling under the handicap of having to pay players' wages, as a consequence of their success in securing the recognition of professionalism, bound themselves by five simple rules, to meet home and away, to keep their fixtures as arranged, and to play their best available teams. That was about all."

There was though, characteristically of William Pickford, willingness to consider different aspects of a situation and, if necessary, revise an opinion. In this light, he was in November 1895 ready to be part of a team (the others were Messrs Ellaby, Clarke, Purkess and Tebbutt) to review the position. They were, as he phrased it, "appointed to consider and report on the question of a Hampshire League."

Such was the group's consideration that by early February 1896, the "Bournemouth Visitors' Directory" was able to reveal that there would be recommendation to the County F.A. that a Hampshire League be established on lines that were indicated. There was suggestion that the proposed League should be supplemental to existing Cup competition and that eight teams be elected to form such a League.

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Further progress was to be reported in the “Hampshire Independent” of March the 14th 1896. “At their meeting on Monday afternoon, the Council of the Hants Football Association, decided to form a Hampshire Football League, and the following rules were drafted for its government — the entire control and management of the above Competition shall be vested in the Council of the Hampshire Football Association. The cup shall be called the Hampshire Football Association League Cup, and shall not become the property of any one club.”

Hampshire F.A.’s 9th Annual Report, which would have been very much the work of Hon. Secretary/Treasurer Pickford, was able in July 1896 to state that a Hampshire League of eight clubs was now organised to kick off in the season due to begin in the September to come. An intriguing League rule, in which Pickford would have had a particular interest, provided that match duration would be 90 minutes, “unless otherwise mutually agreed,” with an interval not to exceed 5 minutes, “except by special permission of the Referee.” Goal nets were to be used, with pitch dimensions “as nearly as possible, 120 yards long by 80 yards wide.”

Cowes F.C. were the first Hampshire League champions (11 wins and 3 draws in their 14 fixtures, goals 45 to 10), as well as winning the Hampshire Senior Cup in that 1896-97 season. William Pickford featured with other officers in a group photograph showing the successful Cowes players.

While the “Portsmouth Times” was able to offer congratulations on “the brilliant success of the first year,” not was all sweetness and light. There were areas for concern, including for Pickford in his Honorary Treasurer role. The “Golden Jubilee Book” relates that:

“Just at the close of the season in 1897 came a ‘facer’ in the failure of Eliot Pearce and Co’s. Bank and the loss of all the Association’s hard-worked for cash. At once we found who were our friends. Promptly came an offer from the Portsmouth F.A. to advance £50 free of interest. The ‘Saints’ played a special match for the funds; and from every quarter came offers of financial help. Thanks to this spirit of generosity manifested it did not take very long for the Hon. Treasurer’s hair ceasing to turn grey at the sides.”

Against the demands made upon him by his Hampshire F.A. responsibilities, Pickford would through his national commitments have been aware of, and interested in, all that was happening during the 1880s and 1890s in the sport as a whole.

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The 1888-89 Rule Book of the Football Association had in its 56 pages, "16 Laws of the Game, and 29 rules of the Cup Competition." As was to be written in "Recollections" decades later:

"In the light of future experience these regulations were more marked by their omissions than by their definiteness or exactitude. They had come down from days when the game ran itself largely on unwritten law, so that when a barrister, employed by a club to represent it at a hearing, got to work on a point at issue, he had little difficulty often in finding ample loopholes to patch up even a bad case."

The F.A. Amateur Cup was inaugurated during 1893, albeit in its earliest years not meeting with the widest support. A number of the country's leading amateur clubs were understood to resent that the competition should come under the control of the Football Association, which many in the amateur ranks thought to be biased towards the professional game.

"Professionalism", as it was called, was an issue of particular interest to William Pickford. There is "Recollections" observation:

"Pages could be written, of course, about the ethics of professionalism in sport, but no good purpose would be served. It occurs in all sports and is the leading motif in horseracing, which the aristocracy support."

With regard to the F.A. Cup, there is Pickford view:

"It had become obvious that the professional clubs were now too strong for any amateur sides to compete with any hope of getting near to the closing stages, unless it might have been the Corinthians. . . . But their rules forbade entering any competition, and it is only by real competition that a team can attain to its highest level."

In his "Servowarm History of the Amateur Cup" (1984?), Bob Barton tells of a part that William Pickford had in the introduction of that competition.

"In August 1893, an Amateur Cup Sub-Committee was set up. Its founder-members were N.L. Jackson, J. Howcroft, G.S. Sherrington, R.E. Lythgoe and W. Pickford, who were instructed to purchase a suitable trophy, its cost not to exceed £30 and to obtain medals for the winners and runners-up, the cost not to exceed 32/- (£1.60) and 20/- (£1) respectively."

There were at the start 81 entries for the Cup, with the first matches played on October the 21st 1893. A noteworthy Hampshire role in the

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competition was the Royal Artillery (Portsmouth) playing in the March 1896 Final, losing 1 – 0 to Bishop Auckland, a 5th minute goal.

In “Recollections” there is interesting historical comment concerning Portsmouth F.C. and its formation, that might be described as “ready made” in 1898, arising from the successful career of the Royal Artillery team. A year after having reached the Amateur Cup Final, the Artillery were declared “professionals”, “on a protest as to excessive training expenses.” A number of people took up the idea of a fully professional team, in 1899 to enter the Southern League as Portsmouth Football Club.

There is Pickford praise for the Southern League, formed in January 1894. Portsmouth (from its September 1899 visit to Chatham) and Southampton (whose 1894 application was initially turned down, but a 1894/5 place becoming available through withdrawal of the 2nd Scots Guards) were each to feature prominently. Of that League, Pickford wrote:

“In its hey day it was a powerful body and did much to enable clubs in places like South Wales, Bristol, Plymouth, Reading, Swindon, Southampton, and Portsmouth to organise themselves on a much stronger basis than would have been possible without its inception and incentive.”

There is “Recollections” telling of Pickford’s enthusiasm as a spectator at many levels of the game.

“I saw many of the leading matches of both Southampton and Portsmouth over a number of years. They were both remarkably well conducted clubs and gave very little trouble.”

Of travel to national events:

“The F.A. Cup Final always interested us. In 1887 I went on a cheap trip, but we found the gates closed at Kennington Oval. There were no stands, only rows of seats, and some 15,000 people smashed them all to pieces, as thousands could not see the play! We paid 6d each to look out of the upper window of a house near the ground. Aston Villa 2, West Bromwich Albion 0.”

There came within a few seasons, need to find a different venue:

“To re-place the Oval was a problem. We staged the 1893 Final, between Wolverhampton Wanderers and Everton, by the suggestion of Mr. Bentley, at Fallowfield Sports

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Ground, Manchester. But it was not really much better. I was there.”

Of International match experience, William Pickford was able to tell that:

“As early as 1895 I saw England beat Ireland on the County Ground at Derby, by 9 to 0, in which game, by the way, that remarkable forward, Steve Bloomer, made his International debut. In the absence of any senior member of the Council I presided at a welcome to the Irish team the evening before. There I met John Reid, the secretary to the Irish F.A., who a few years later, at a suggestion of W. McCrum, a member of the Irish F.A., persuaded the Associations to adopt the ‘Penalty Kick’, and David Foy, Chairman of the Association.”

Of fascinating wider interest are accounts, in published histories of football in Brazil, of a part that Pickford played in the game’s introduction into that country. The background can be placed in Hampshire, with William Pickford very much part of the scene.

As Aidan Hamilton’s “An Entirely Different Game: the British Influence on Brazilian Football” (Mainstream Publishing, 1998) states, “Brazilian football’s founding father, Charles Miller”, was born in Sao Paulo, and “acquired a passion for the game while at school in Southampton,” returning to Brazil in 1894. As an author, particularly careful to make proper acknowledgement of sources of help in his research, Aidan Hamilton in a chapter headed “Corinthian, Saint and Cricketer”, makes reference to famed Corinthians G.O. Smith and L.H. Gay. He then ventures the thought:

“A former Hampshire player introducing football to Brazil? It didn’t take long for the idea to sink in. Ray Barnes, Hampshire F.A. Secretary was soon helping me with my enquiry, initial incredulity fast turning to excitement.”

Among the archives available to Aidan Hamilton at Hampshire F.A. Headquarters (within days to be named “William Pickford House”) were a storing of materials of Pickford creation.

“Combing the contents of the cupboards I found a collection of Pickford’s newspaper articles — ‘The Veteran’ as he styled himself in the early years of this century, reminiscing on Hampshire football.”

There is then account of Charles Miller’s “representative debut.” Aidan Hamilton tells of Pickford writing in a piece entitled “Famous Hants Forwards”:

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“Hampshire were playing the Corinthians at Southampton, and the latter had arrived with only four forwards. Miller, then a schoolboy at Banister Court, was recommended, and so well did he adapt himself to the style of the famous amateurs that he was one of the features of the match.”

Aidan Hamilton then offers that:

“Pickford was not alone in providing a glowing summary of Charles’s first performance as a Corinthian. Or could it be that he was the author of the report that appeared on the Saturday after the game in the “Bournemouth Visitors’ Directory?”

There is in “An Entirely Different Game”, praise for Charles Miller’s skill as a cricketer, as well as a footballer, at a number of levels. There was also, in August 1893, as a Southampton Division representative, election to the Hampshire F.A. Executive Committee. Of his attendances at that body, there is Aidan Hamilton observation:

“Transferring his energies from the pitch to the committee room, Charles appears to have been cautious and restrained. Hardly surprising, given the imposing presence of skilled administrators such as Pickford and Dr. Bencraft.”

On Friday the 5th of October 1894, Charles Miller boarded S.S. Magdalena for his return to Brazil. From Aidan Hamilton may be read that:

“Two days before, the Hampshire Football Council had convened for the first time. At the end of the minutes it is recorded that ‘the hon. Sec. Is authorised to write to Mr C. Miller (Banister Court), on his leaving Hants, expressing the thanks of the Association for his past services on the executive and in county matches.’ Perhaps the two footballs that Charles bears with him to Brazil are a postscript to William Pickford’s bittersweet note.”

Having been for a while back in Brazil, after an enjoyable extended cricket season, the thoughts of Charles Miller in March 1895 turned to football. Certain preparations were necessary before a recognisable game of any kind could take place. Preliminaries completed, there were barely enough players to form six-a-side and, Aidan Hamilton tells, “the ball used was one of the ones Charles had been given by William Pickford.”

The association of William Pickford and that particular match ball is elaborated intriguingly by Josh Lacey in his absorbing “God is

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Brazilian: Charles Miller, the Man who brought football to Brazil” (Tempus, 2005). Josh Lacey refers to a series of matches played by the legendary Corinthians throughout England during the Spring of 1894. Of a fixture with the Hampshire County eleven, for whom Miller appeared:

“At half-time, the score stood at a respectable two-all. After the interval, things didn’t go so well. The Corinthians scored four more times, Hampshire managed a single consolation, and the game ended 6 – 3. As the players stood on the pitch at the end of the game, William Pickford picked up the ball and handed it to Charlie Miller, a small gesture of gratitude for all his hard work.”

William Pickford also featured on Miller’s voyage to Brazil. In appreciation of all his efforts to Banister Court school’s football and cricket clubs, Miller had been presented with a leather bound copy of Gilbert White’s “The Natural History and Antiquities of Selborne.” This seems not to have been Miller’s chosen reading on board ship.

As Josh Lacey offers:

“If he ever wanted to read aboard the Magdalena, he preferred another book — a slim volume, printed on cheap paper, bound between flimsy blue covers, and bearing the name of William Pickford on its title page. Secretary of the Hampshire Football Association and a famous footballer in his own right, Pickford was even better known as an administrator, legislator and referee. Every year, the Hampshire F.A. printed a little booklet, describing the county’s teams, laying out the fixtures for the following season, setting down a full list of the rules of Association Football and giving William Pickford’s tips for referees.” . . . “Alongside the rule book, he had a sturdy pair of boots, an air pump, two shirts — one from Banister Court and a second from St Mary’s — and two leather footballs, deflated and laid flat. One of the balls was the gift from Pickford, handed to Charlie after his last game for Hampshire.”

Of that April 1895 impromptu game of “nearly six-a-side” football, there is Josh Lacey telling:

“They use one of the balls given to Charlie by William Pickford, so many thousand miles away, on that afternoon when the Corinthians came to Hampshire. Charlie tucks the ball under his arm and, yet again, slowly, concealing his impatience, answering every question as if he hasn’t heard it before, explains the rules.”

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Placing the event in context of sport history, Josh Lacey tells that:

“Men had played games on Brazilian soil with a ball made from straw or run across a Brazilian beach after a satisfyingly spherical coconut shell, but they had never played soccer until Charlie Miller arrived from Southampton with a pump, a pair of boots, a leather ball and a book of rules.”

World-wide the influence of William Pickford's contribution to football, as indeed close to home (major part in formation of the Bournemouth Minor League during 1895, this apart from his Hampshire and national roles), there were other areas of sport where his participation was considerable.

Of his first years in Southern parts, from September 1883, Pickford was, through “Recollections”, able to write enthusiastically in summary. During those early days in Bournemouth, cricket and rowing in the summer, with winter-time football, were the only recreations. Lawn tennis, golf and bowls were little known. Rowing, however, was very popular, with regattas held at South Coast towns, and Bournemouth Amateur Rowing Club gaining high reputation. There was little ability at cricket and there is Pickford memory of having “scored more goals in a football match than runs off my bat.” Water sports were of interest.

The opening of a new swimming baths at Bournemouth's Pier Approach in 1888 was welcomed by Pickford, among many others. He had during the summer of 1882 joined the Bolton Leander Swimming Club, and “mastered the single overarm stroke, which was then the most advanced style for racing.”

There was to be captaincy of Bournemouth's Amateur Rowing Club, which in 1889 founded the Bournemouth Swimming Club. With the Pickford readiness to undertake responsibility, there was appointment, first as a delegate then later as local officer for Hampshire, Wiltshire and Dorset to the Southern Counties Amateur Swimming Association. From this organisation came water polo fixtures at inter-county and other levels, much to Pickford's active enjoyment.

In “Recollections” there is affectionate relating of cycling experiences:

“I rode a bicycle of one sort or another all the year round for nearly fifty years. At seventy I began to find it a bit trying to cope with strong winds, hills, rain, slippery roads, and, perhaps even more than those difficulties, with the influx of motor vehicles and traffic regulations. In all that long period I cycled to and from the ‘Bournemouth Guardian’ Office, three and a half miles from my home,

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almost daily, and in addition used my mount for endless business purposes and long rides for pleasure, probably a total mileage of eight times round the world.” “In the beginning I rode a fifty-inch ‘good old ordinary’ with solid tyres.” The years and traffic brought about some measure of change.

Among other William Pickford memberships was that of the Bournemouth Bicycle, Tricycle and Social Club. There was for a while, captaincy of this Club. Certainly, throughout the later 1880s and fully into the 1890s there was a wealth of Pickford professional and recreational pursuits, with responsibilities shouldered in all directions. There would in the century yet to begin, be much more to come. Together with an added personal journey not previously experienced.

SIX ENTERING A CENTURY

The years from 1900 to 1914 have been described as a “golden age” so far as football in England is concerned. This view of Ivan Sharpe’s, in his “40 Years in Football” (1952) is quoted by Graham Williams in his 1994 published “The Code War: English Football under the historical spotlight.”

“Crowds for Football League matches grew dramatically as the public rushed to enjoy the sport on offer. Football had arrived as the sport of the millions,” wrote Williams. Further, “Football as a child of the Victorian era, had been significantly shaped by its attitudes to manliness, professionalism and class.”

Against such a background, William Pickford had to work at both Hampshire County and national levels. Nationally there had been some change of emphasis. At the Football Association, rather than seat on the Amateur Cup Committee, there was now a place on the Referees’ Committee, together with involvement with Rules Revision, Re-instatement and the Benevolent Fund. There were areas to become of increasing interest to, and contribution from, himself.

Of local state of play, Reg Mathieson was to write in his compilation “Hampshire Football Association, 1887-1962: 75 Years of Football.” We read that:

“By 1901 the County Association had achieved considerable success, and had 300 clubs registered and 25 cup and League competitions under its supervision.” “Much of the work which was done behind the scenes was of a routine nature, and apart from the running of the various competitions and control of the game in town and village, included claims, reports, complaints, and new points of interest.”

A “golden age” may have been fair description of the decade or so at the century’s start applied to the game at its higher levels, and deserved enough Hampshire’s praise as given later by Reg Mathieson, but there was much remaining to be done within the County. There were problems to be solved, with William Pickford closely involved in that solving process.

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A number of clubs in Hampshire faced financial and other difficulties, of which the authority's Hon. Secretary/Treasurer Pickford would have been well aware. Certainly he had a view on the possibility of professionalism to which some clubs gave thought. It was far from the answer it appeared to some.

Some of the Leagues within the county (that of Winchester & District, the Basingstoke-based May League, the Hampshire League itself) were not in good health so far as membership numbers were concerned. The "Portsmouth Times" on the 6th of April 1901 stated that:

"Stern measures will have to be taken unless the Portsmouth League is allowed to degenerate into a farce, for when teams consisting of seven and eight men respectively, play for an hour, score a goal each, and share the points, it is going a bit too far. Yet this is what the Southsea Rovers and Red Company did on Saturday."

Such matters would certainly have come to the attention of William Pickford, and had need of correspondence with which he would have had to deal. There is no doubt that there were throughout the county countless people of varying ages who shared his enthusiasm for the game. Difficulties in many cases lay with facilities and administration. The problem in some parts was the extent to which otherwise available ground was being taken up by buildings development. The "Southern Daily Echo" early in season 1900-01 told of barefooted boys playing in the street.

With a population of 798,000, Hampshire was allocated an England inter-national match, with Pickford's persuasion likely part of the background. On the 9th of March 1901, at The Dell, Southampton, still then sometimes known as "The Archer's Ground", England were 3 – 0 winners against Ireland. Southampton supporters had their own 1900-01 pleasures, – Southern League champions for the 4th time in 5 years, having been F.A. Cup finalists in April 1900, losing 4 – 0 to Bury. Among the spectators was William Pickford.

On the full scene, journalist Pickford would, in addition to his own more local involvements, have been interested in the wider coverage. Events during early 1901 included continuation of the Boer (South African) War. There was during January the death of Queen Victoria. As part of national mourning, football was completely suspended on the last Saturday during the month, which had fixture making implications for Pickford and others.

Friday the 15th of February 1901 was a special day both for Miss Evelyn Flower and Mr William Pickford, occasion of their wedding at

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Mount View Congregational Church, Stroud Green, London. The weekly "Bournemouth Visitors' Directory" in its issue of Saturday February the 23rd gave a full account of the wedding and its background.

The bride was named as Evelyn May Flower, elder daughter of the Reverend J. Edward Flower, M.A., Secretary to the Congregational and Home Missionary Society. The bridegroom featured as Mr. W. Pickford, M.T.I., of Sunny Hill, Pokesdown, Bournemouth; "second son of the Reverend E. Pickford, who was for a quarter of a century pastor of the Congregational Church, Pokesdown."

The wedding service, before a "large gathering", conducted by the bride's father, was "of a simple character." Assisting in the ceremony were the Rev. J.B. Paton, M.A., D.D., of Nottingham, and the Rev. J. Hilton Stowell, M.A., "an old schoolfellow" of the bridegroom. Best man was Mr. Arthur Royston Bourke, a former Hon. Secretary of the Referees' Association. The bride's attendants were listed as Miss Kathleen Flower, her sister, and Miss M.A. Pickford, sister of the bridegroom.

The large congregation, with many from the field of sport, including Dan Woolfall, whom Pickford once told as describing his (Woolfall's) occupation as "Clerk to the Commissioners of Taxes for the Hundred of Blackburn." In addition to those present, "telegrams of a congratulatory nature were received from several well known in the football world who were unable to be present."

As the newly married couple left the church, the organ played Mendelssohn's "Wedding March". Presents, described as "numerous and of a valuable character", were from family and friends, as well as from organisations of the bridegroom's connection. The Football Association had chosen a suite of furniture, with members of that body's Council giving a set of table silver. The proprietor and staff of the "Bournemouth Guardian" presented a set of table silver; from local journalists came a Gladstone Bag. Hampshire F.A. and member clubs were sending "an illuminated address and a purse of gold." Bournemouth Swimming Club (Pickford captain at its 1889 formation) and Bournemouth Football Club were also preparing "special gifts."

Following the wedding reception, the couple left for their honeymoon at Ventnor, Isle of Wight. Prior to this occasion, with a characteristic touch of Pickford humour, as reported in the "Bournemouth Observer", there was his correspondence with the Isle of Wight Football Association. In thanking that authority for its "kind expression of good wishes" on his coming marriage, there was added

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note that “It is in the area of your Association that I intend to spend my honeymoon, and I trust I shall transgress none of your rules in doing so.”

As well as a broadening personal life, Pickford was during the early 1900’s also deepening his interest in particular aspects of football. Refereeing was an activity in which he became especially involved, the more so perhaps since his own wearing of glasses in the 1890’s ended the referee role that followed his playing career. He did in fact persuade the F.A. to “refuse to register referees wearing glasses for long distance.”

Much that came was a follow-up to the pre-season 1900-01 introduction of a scheme for the appointment and examination of referees (Class II) by Hampshire F.A. Of four Divisions set up to carry out the procedures, Pickford was to serve that for the New Forest.

Edited by Pickford, an increasingly full Hampshire F.A. Handbook (that for 1902-03 consisting of 64 pages, the number including adverts, each page 3 ½ by 4 ½ inches dimension) contained much relating to referees, including a list of their names and addresses. In addition to printing The Laws of the Game and Referees’ Committee information, there was also a feature article, “The Common-sense of Refereeing, by W. Pickford.” This sound offering of advice concluded with a message, age-old and true:

“Your’s is a very onerous, thankless and exacting duty. Be courteous but firm, and use your common-sense in all things. In some respects you are a public servant for the time being, and the public have a right, to a certain extent, to criticise you.”

The year 1902 saw a taking forward in Hampshire something that had for some while had William Pickford’s active interest nationally. In “Recollections” he tells of the Football Association, “at the end of the century”, starting a Benevolent Fund with a grant of £400. The proposal had come from Charles Clegg, “familiar with a similar fund to help injured players who were in need in Sheffield.” The original idea had “involved the professionalising of any poor amateur who received help.” That was, however, quickly rectified, – players being allowed to receive repayment of doctor’s bills and treatment without loss of status.

The merits of such a scheme attracted a number of footballing authorities, Hampshire among them. In his “75 years” history of Hampshire F.A., Reg Mathieson tells of bringing thought to the minds of its Council, through the Secretary and his wider experience.

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“In June, 1902, Mr. Pickford moved a proposition ‘that a Benevolent Fund for the purpose of assisting players injured by playing football, and others who have rendered service to the game and to start the fund with a grant of £5 be established,’ and this was carried, and during the sixty years that have since elapsed many have had cause to be thankful for the help given them not only by monetary grants, but by material assistance in a variety of other ways.”

In 1904, Sir Merton Russell-Cotes J.P., of Bournemouth, was to loan to the Association a cup for competition on behalf of the Benevolent Fund. Reg Mathieson tells of the County’s two leading professional clubs, Southampton and Portsmouth, accepting invitation to be the first to play for the new trophy. Portsmouth were winners of that initial match, receiving Cup and Medals from Mr F.J. Wall, Secretary of the Football Association. “The financial result was a useful fillip to the Fund.”

The Cup was used until 1908, when it was requested back by the loaner. In its place, Pickford gave a silver cup that Hampshire F.A. presented to him on its own “Coming-of-Age.” The competition was to raise much money for its cause over many years. Reg Mathieson quotes Pickford as stating that he was “rather more proud of this Fund” than of most of the things with which he had been connected.

Of special 1902 interest for William Pickford, as for thousands of other Hampshire football enthusiasts, was to be among the 74,479 attendance at the Crystal Palace for the mid-April F.A. Cup Final, a 1-1 draw between Southampton and Sheffield United, the latter 2 – 1 winners in the re-play nine days later. The local “Football Echo” on the first occasion told of the Southampton players leaving the Dock Station by a 9 o’clock morning train, seen off by a good sized crowd, to reach The Palace by about 12 noon.

The latter end of football season 1902-03 also had features of much attraction for Pickford, individually so in one case. There was on the 2nd of March 1903, international football for the first time at Portsmouth’s Fratton Park, England 2 – 1 winners against Wales. Weeks later, Hampshire F.A.’s annual Six-a-Side Tournaments, at The Dell, Southampton, drew an entry of 84 teams. County officers, match officials, players and crowd had to deal with heavy rain, and early darkness that brought about a premature finish, the conclusion reached later that April. Such events contributed to the requirements made of County F.A. Secretary/Treasurer Pickford.

There was personal William Pickford involvement, influentially, at Portsmouth on occasion of a replayed Final of the Hampshire

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Senior Cup. Portsmouth Reserves having beaten Southampton Reserves 1 – 0, there was at the concluding whistle, some level of spectator booing and shouting at the referee. The “Hampshire Independent” on the 2nd of May 1903 wrote of Mr. W. Pickford having calmed the crowd. He then praised Portsmouth for the football that had given them a “fair and square win,” before handing to their team captain David Halliday both the Senior Cup and the Hampshire League Shield (Portsmouth the season’s champions).

In returning Mr. Pickford’s compliments, the Portsmouth captain remarked that he could not congratulate the crowd “on their sportsmanlike conduct.” Concerning treatment of the referee, there was known Pickford sympathy for those who, as on this occasion, carried out their duties for little reward, and some abuse.

What has been described as “a world governing body” for football was formed in Paris on the 21st of May 1904. To be called the Federation Internationale de Football Association, countries represented at the outset were Belgium, Denmark, France, Holland, Spain, Sweden and Switzerland.

There is in Pickford’s “Recollections” indication that the domestic Football Association thought of the International Federation on the Continent, that it “did not seem to concern us.” The F.A.’s response to an earlier letter from the French Union of Athletic Sports was “monumental instance of that English insularity which puzzles our friends across the water,” in Pickford’s view.

The Football Association attitude changed with time, and in “Recollections” Pickford was able to write from experience:

“I remember when attending a meeting of F.I.F.A. Executive in Paris being for a brief period honoured by election as one of the vice-presidents, listening to the chatter round the table for a time, and then remarking plaintively, ‘Perhaps one of you gentlemen will tell me what it is all about.’”

Nearer home would have been William Pickford’s close involvement in something of known particular interest to him – Hampshire F.A.’s circulated “Model Rules”, offering guidelines for the staging of a growing number of competitions. Among advice printed was that concerning match kick-off times: ranging from 2.30p.m. in December to 3 o’clock for February, and “what you like” during March.

In “75 Years” Reg Mathieson acknowledges the value of “Model Rules”, and surely the Pickford input, “based on the experience gained in the early years of the Hampshire F.A.” The Rules,

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Mathieson considered, “went a long way to reduce the number of complaints and protests.” “By the end of season 1904-05 it became clear that the Hampshire F.A. had become a small business in itself, with its problems and responsibilities many and varied.” William Pickford was among those tackling the organisation’s needs in a businesslike way.

The early 1900s were years of identifiable progress and change, both within the wider game and inside individual authorities. William Pickford was part of that change, through Hampshire F.A. as with, nationally, the Football Association. This in addition to his daily professional occupation, with its responsibilities.

There was also a clearly considerable commitment to writing. In addition to the familiar routine of match reports, County F.A. correspondence and the compiling of reports, editing annual Handbooks, now a venturing into the world of published books. The main publications will be dealt with in a later chapter of this biography especially concerned with its subject’s skilled use of words, through speeches as well as writing. At this stage of the biography, just a putting of published works into the context of other features of Pickford’s life.

While three of the published works appeared during the years from 1905 to 1907, the needs of research and preparation, particularly so of a joint-effort four volume work, would have occupied several years before their public appearance.

The literature of football, and its contributing authors, is exceptionally fortunate that it is blessed with a published bibliography of high quality. This is the British Library publication of “A Football Compendium”, rightly subtitled “An Expert Guide to the Books, Films & Music of Association Football,” The 2nd edition appeared in 1999 (the 1st was 1995), compiled by Peter J. Seddon, edited by Cynthia McKinley.

In an introductory chapter headed “History & Development” can be read:

“Nothing could epitomise the continuing up-market trend in football books better than Gibson and Pickford’s ‘Association Football and the Men Who Made It’, a classic four-volume set which must be regarded as essential reading for all serious students and justifiably cherished by anyone fortunate enough to have their own set.”

The “Compendium” says of Pickford’s “How to referee 1906-07” that “This scarce book has particularly attractive pictorial boards.” The author was “a leading administrator in the game, later to become

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President of the F.A.” Of a 1907 title “Football” in the Greening’s Useful Handbook series, the “Compendium” praises the contributing “leading figures of the day”, among whom is listed W. Pickford.

During the mid 1900s were a number of issues that would have come to Pickford’s attention through his Football Association connection. Player transfer fees were attracting increasing notice, with the F.A. making a number of suggestions and rulings. A £400 fee dated from 1893. In February 1905 came the first four-figure sum transfer figure, £1,000 paid by Middlesbrough to Sunderland for the services of Alfred Common. The transaction was of such concern that the F.A. set up a special commission to investigate. Nothing unlawful was reported.

William Pickford considered the question in “Recollections”:

“We had some trouble in the ‘nineties’ about the questions of transfer fees and scratch teams. The former recurred in one form or another for a long time, some of the Council leaders honestly trying to check the growth of the practice, while others quite as earnest in their own views that it was a necessary accompaniment of the professional system, advocating a freer hand.”

In “The Story of Football” (Thorsons Publishers, 1952), William Lowndes considers an aspect of the game known to have been of importance to Pickford. First of all, in a chapter headed “The Referee’s Powers”, William Lowndes sets the scene consistent with Pickford’s known views, that the duties of the referee, “all-important factor in the smooth execution of the game’s laws, have changed a good deal since the Football Association was formed in 1863.” After 1890 the referee’s powers had increased a great deal. Umpires had become linesmen, with the referee eventually given sole authority to enforce the laws without waiting for an appeal. As both status and powers grew, the Football League decreed payment of a one guinea fee and third-class railway fare.

There is further William Lowndes thought:

“But even after the turn of the century the job had serious disadvantages. Mr W. Pickford, one of football’s prominent legislators, outlined its hazards in an article written in 1906, and his comments are well worth quoting.

‘Indeed I am sometimes strongly inclined to wonder why men referee,’ he wrote. ‘It is really a most interesting question. Why do men referee? Hardly any of us who has refereed but can call to mind a host of unpleasant recollections,

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and hardly a week goes by but we read and hear of the doleful times that referees so frequently meet with. It is, in fact, by no means an ideal way of spending an afternoon, and the disadvantages are great.’ ”

The season of 1906-07 opened nationally on Saturday the 1st of September 1906 in high temperatures of 90 degrees Fahrenheit. In his regular “Veteran’s Notebook” column for the “Bournemouth Observer”, William Pickford greeted the coming with enthusiasm. He wrote of the game’s popularity that:

“Looking back upon the last twenty-five years the spread of association football seems almost to defy explanation.”

There was often in the comments of “Veteran” a note of advice. Following a disappointing Hampshire League match between near rivals Boscombe and Bournemouth there was offered view that

“the ball has secrets it won’t divulge unless a player spends many hours quietly coaxing those secrets from it in practice.”

Concerning a move in 1907 which had national implications, Pickford was to write in “Recollections” of

“a section of clubs who, being unable to secure the right of any County Association that desired to enrol only amateur clubs, seceded and formed The Amateur Football Association. This body continued a separate existence, until a reconciliation was effected largely by the efforts of Mr. Crump and Mr. Wreford Brown.”

On a personal note relating to that time, there is “Recollections” comment concerning Hampshire and Sussex place on the F.A. Council:

“In 1888 I represented that two Associations, and in our third year, having over 60 clubs of our own, we affiliated direct, and my appointment continued until 1907, when I was elected a vice-president of the F.A. Thirty years later I became the President.”

A number of issues would have claimed Pickford’s 1907-08 Hampshire attention. There was in August 1907 “Hampshire Independent” mention of “Island F.A. and the ‘Split’.” This considered forming of an amateur organisation led to a plea from Hampshire F.A. for this not to proceed. The Isle of Wight F.A. in due course confirmed its allegiance to the County. Also shortlived was a Southampton Amateur League that had proceeded contrary to County Rules, and without the required blessing. Meeting with Hampshire F.A. approval was the April 1908 forming of a

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Southampton Football Association, with Pickford among those to attend its inaugural Meeting. Of the new organisation, a press report noted that it was “affiliated of course to the H.F.A.”

At County representative level, there was in April 1908 a crowd of more than 2,000 to Victoria Park, Moordown for the 4 o’clock kick-off Southern Counties Championship Final, Middlesex 4 – 0 winners against Hampshire. This game followed a Boscombe versus Bournemouth fixture in the Hampshire League (West Division), where the two finished 2nd and 3rd respectively, of eight teams.

The year 1908 had several kinds of footballing historic event in which William Pickford played a part. Hampshire F.A. celebrated its “Coming of Age”, — 21 years since its 1887 formation. The “Golden Jubilee Book” tells of the occasion.

“Appropriately A. Tebbutt was elected President and W.E. Masterman placed on the Vice-Presidents list, as these two with the hon. Secretary were the only original members still in office. Some of the older members will no doubt recall the ‘high jinks’ played on Mr. Pickford’s lawn at Pokesdown at the garden party he and his wife gave to the Council and a number of workers, and how a memorable afternoon ended with a ‘game’ at ‘soccer’ on a pitch 100 feet by 40, and with many stiff and sore anatomies for some days afterwards! Also there was the famous banquet given by the Association and the presentation to Mr. Pickford of a handsome silver cup, which he donated for the purpose of a competition in aid of the Benevolent Fund, and an illuminated address.”

Of another series of events, Peter J. Seddon in the 1999 “Football Compendium” states that “Football finally became an official Olympic sport in 1908, when again Britain took the gold medal.” Of those Games overall in London, with athletics a prominent part, it is said that a total of around 300,000 spectators watched 1,500 competitors from nineteen nations.

William Pickford served on the Committee organising football of the 1908 Games, and he watched a number of the matches. After seeing Denmark defeat France 10 – 0 he gave serious thought to the capabilities of the British team, “for though we had one of the strongest sides available of unpaid talent, the Danes were a powerful and aggressive lot.”

In the Final of October 1908, attracting 8,000 to the White City, Great Britain defeated Denmark 2 – 0 (goals from F.W. Chapman and Vivian Woodward), in what Pickford termed “a great duel.” The

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official report of the Final which may or may not have come from the pen of Pickford, stated that "Even this slight difference in score rather flattered the winners, who did not often show real international form."

Continuing his connection with the British amateur team, Pickford watched the 12 – 2 victory over Belgium at Tottenham a year later, and was in charge of the side that achieved a ten-one win against France at Hove. Ready to tell a story against himself, Pickford related that on the Hove occasion he had forgotten to ensure that the team shirts were at the ground, though making the point that he failed to see that such a task should have been down to him, being the proper lot of the officer who had ordered the items. As a make-do, "England played in those of the Brighton club players until half time."

Into December 1908, "Recorder" writing in the Southampton "Football Echo" contributed a so-well deserved appreciation of William Pickford's career to date, with reference to his known abilities as a player and qualities as a fine administrator.

Nearing the end of the 20th Century's first decade, a number of Hampshire F.A. changes occurred that would have impact on Secretary/Treasurer Pickford. As told by Reg Mathieson in "75 Years of Football" in Hampshire F.A., by 1909 the organisation was running seven Cup competitions and three Divisions of the County League, making it necessary to appoint an Assistant Honorary Secretary. "Mr. M.S. Plomer was the choice, and did splendid work over the next few years."

In the "Golden Jubilee Book" of 1937 there is William Pickford praise for M.S. Plomer. In telling of 367 affiliated clubs and 46 sanctioned competitions in 1909, Hants F.A. Council itself managing the seven cups and a County League, concerning the creation of that new post there is Pickford acknowledgement that in all probability had Mr. Plomer not been otherwise committed during 1919, he would have succeeded to the post of Association Hon. Secretary. "No praise can be too strongly phrased to distinguish Mr. Plomer's splendid services."

Of that time, moving from one decade into another, the Hampshire F.A. Handbook for 1909-10, its presentation as well as contents very much of William Pickford making, listed a number of competitions that showed a growing emphasis on enabling young footballers to progress into adult levels of play. The 1910-11 Handbook also emphasised an aspect of the game of known importance to Pickford, the role of the referee. Pickford was, through the Handbook, as via other means of communication, able to exert influence to the good in chosen areas. The list of the County's official referees indicated the level at which each was authorised to officiate.

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While William Pickford is particularly associated with football, other sports did play an appreciable part in his life. Not only in the playing of them, but also in the speaking and writing about. His enthusiasm for water-based activities was evident in a publication, cover-titled "BSC", written to mark Bournemouth Swimming Club's "Coming of Age" in August 1910. Characteristic of much that Pickford gave to the writing about sport, in "BSC" he finds room for humour with that which is factual.

Of that to occupy the pages of "BSC", there is the telling of water polo off Bournemouth Pier in 1876, the staging of Regattas, the part played by a number who contributed much to the community at large as well as to its sport. Of himself, bathing "all the year round from the beach or the pier," during the winter of 1884-85 "missing a few days only when the gales made bathing ridiculous."

Also of interest to William Pickford during 1910 would have been the footballing achievements of the Royal Marines Light Infantry (Gosport), affiliated to Hampshire F.A. There was winning of the Army Cup, then on the 16th of April 1910, at Bishop Auckland, a 2 - 1 success against South Bank to take the F.A. Amateur Cup.

The football season of 1910-11 saw the Hampshire League expanded to four Divisions, 31 teams in all, with the County Division often referred to as the "League proper". After a season (1909-10) for which the Championship Shield (introduced in 1903-04) had not been awarded, creation of a County Division saw the Shield go to the winners of that Division, in 1910-11 Southampton Reserves the first of eight teams.

Increased levels of competition led to some County H.Q. concern at the extent that player dissent towards match referees was being reported. Enough for Hampshire F.A. in April 1911 to advise an affiliated club "it is not the right of players or officials to criticise referees' decisions on points of fact, but their duty to accept them without demur." If not the actual words of William Pickford, though they could well have been, certainly in keeping with his known views.

Of shared 1910-11 satisfaction, indicative of Hampshire progress, there was winning of the Southern Counties Amateur Championship, Southern Group. Players making ten representative appearances were now presented with a County shirt, whereas earlier there had been the award of a badge on debut, followed by a cap after five matches.

Overshadowing Hampshire's 1911-12 football season, as with that elsewhere, was the mid-April 1912 sinking on its maiden voyage, after striking an iceberg near Newfoundland, of the Southampton-based luxury passenger ship "Titanic", with the loss of around 1,500 lives.

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Hampshire F.A. played a part in raising sums of money contributing towards Disaster Relief Funds. Footballing difficulties, though several and varied, were manageable in comparison with such a tragedy.

They in their turn had to be faced, with requirements of County F.A. Secretary Pickford, and fellow officers.

Spells of abnormally wet weather meant appreciable re-arranging of League and Cup fixtures. An outbreak of measles within the County had implications. A coal mining strike and its repercussions had impact on games due to be played during March 1912, including those scheduled mid-week at places such as Eastleigh. Apart from other calls on its time, Hants F.A. management, with decision-making involved, had to deal with matters such as the suspension of individual offenders, and ordering re-play of a Cup-tie where the winning team had used an "ineligible man."

There were, however, some 1911-12 bright notes. As conveyed in Tom Kelly's informative and interesting "Christchurch Football Club: the First 100 years, 1885-1985," that club had much to celebrate at the season's end. The proudly nicknamed "Can't Whack 'Ems", to mark exceptional success (the winning of five challenge Cups) held a "sumptuous repast" at the town's "Ship Hotel", with full praise paid to Host John Pike.

The local newspaper report of Saturday the 18th of May 1912 told that Jack Nethercoate (President of Bournemouth F.C.) having proposed a toast to Hampshire F.A.,

"Mr. W. Pickford, in reply, said that amazed as he was at the record of Christchurch, he was still more amazed at the individual record of Len Newell in scoring 60 in one season. He (the speaker) had scored a few in his time, but never got near Newell's record. Had he done so he would have been the proudest man in England."

Apart from his many other commitments and contributions, William Pickford continued from his experience, during season 1912-13 to offer footballing comment and advice to others. Not only through formal Hampshire F.A. channels, such as its annual Handbook, but also via the Southampton weekly "Football Echo", where his "Veteran" column on occasions had a front page place.

Aiming essentially to encourage and praise, there was though, as in Pickford's nature, readiness to hand out a word of correction and direction if thought required. Of a Hampshire League, North Division match in December 1912 there was "Veteran" comment that "I regret to say some of the players lost their tempers," with two from one team

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and one from the other, "ordered off the field." "Such incidents do not redound to the credit of footballers."

Regarding the November 1912 Hampshire League visit of Cowes to play Southampton Reserves at The Dell, "Veteran" told that through the boat being late, the Cowes team did not arrive until 3 o'clock. Although the match began only ten minutes later, play ended in semi-darkness, with it impossible to follow the ball long before the finish. Such was the background information that Pickford tried regularly to provide.

On the 28th of December 1912 there was "Veteran" informing "Football Echo" readers that some local clubs had been engaged on Christmas Day, Boxing Day, and that Saturday itself. Account of the day's Hampshire League match, Portsmouth Reserves 7 – 0 winners against Woolston, in dull weather at Fratton Park, told of an attendance around the three thousand mark. For the second part of the season, there was "Veteran" wish: "May the New Year bring luck to those clubs whose share of it has been very small up till now."

Of the future, for many football clubs and organisations, football would never be the same after 1913–14, in itself a memorable season. There was William Pickford welcome in the Southampton "Football Echo" of Saturday September the 6th 1913, in which he stated "So we 'kick-off' under excellent auspices." Alert always to the game's Laws, there was also reminder of the free-kick requirement of ten yards distance, rather than six yards as formerly.

There was need to contend with one of the wettest winters known in parts of Hampshire. Against that, relatively little snow. What were termed "furious gales" in March 1914, caused many fixtures disruptions and problems in a number of the County's competitions. In order to allow Cowes F.C. to meet its particular difficulties, Hants F.A. allowed that club to play two Hampshire League matches on the same day.

Also of Cowes F.C. interest to Mr. Pickford and his office would have been the September 1913 incident in a match at Winchester between the local Rifle Depot and the visiting Islanders. In going to take a free kick, the Cowes left back, named Westbrook, stepped back to the "boundary wire." A terrier dog chained to a post, snapped at the player, drawing blood from Westbrook's groin. The man was taken in a cab to have the wound treated, and did not return until late in the game.

Despite difficulties of weather and other circumstances, there was much during 1913–14 about which Pickford and colleagues could enthuse, both inside and outside of the County. Most parts of

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Hampshire showed an increase of competing clubs in a growth of competitions. Of much encouragement would have been the progress of schools and youth football.

Hampshire, with Pickford himself a former referee and an acknowledged writer on the topic, had long paid particular attention to the whole question of match control. For 1913–14, the County had 207 registered names. Also of Pickford concern was the question of finance. As Hampshire F.A.'s Hon. Treasurer/Secretary, he was pleased to be able to report to a record-level end of season attendance at Scullards', Southampton, a "highly satisfactory" credit balance, increased by £3 to about £84.

Apart from the clear level of workload requirements during 1913–14, there were for William Pickford occasions of sharing in celebrations. At the Football Association's 50th anniversary Banquet at the King's Hall Holborn Restaurant, on Monday the 3rd of November 1913, there were fourteen courses to savour. At that 1913 gathering, Pickford met Ebenezer Morley, the F.A.'s first Secretary. There was mid-season Southern Counties Championship satisfaction with Hampshire's 7 – 5 win over Sussex on the Brighton pitch, the use allowed free of charge, courtesy of the club's Directors.

Cup Finals of varying kinds were a source of pleasure to Pickford. In that, as told in "Recollections", it was largely "due to us that the Army F.A. was formed," there would have been much County interest in the King and Queen attending the Army Cup Final at Aldershot in mid-April 1914. The "Portsmouth Evening News" reported a "splendid game", in which the Army Service Corps (Woolwich) defeated the 1st Hampshire Regiment one-nil, before an attendance of "fully 20 thousand."

Attendances at F.A. Cup Finals were special to William Pickford. The "Biographical Sketch" at the end of "Recollections", an appreciation taken from the "Bournemouth Daily Echo", the 7th November 1938, tells that "He only missed two Cup Finals from 1886 to 1938, those namely in 1935 and 1936, when illness kept him at home, and in his capacity as Senior Vice-President, and later President of the F.A., he had received every member of the Royal Family on one or another of those occasions."

The Cup Final of 1914 was special for a number of reasons, not just for Burnley, one-nil winners against Liverpool, a 59th minute winner from England international Bert Freeman. The scorer's style would have pleased Pickford, Freeman earning reputation as differing from many of his contemporary centre-forwards. As in the Pickford mould,

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he placed rather than blasted the ball, was a schemer who scored goals.

At this, the last Final to be played at the Crystal Palace, King George V was the first reigning monarch to attend the event. That last Saturday of April 1914 was also unforgettable for two members of Whitchurch United Football. . . . As related in Lloyd Stratton's well arranged and interesting history of that Hampshire club, published 2004, it was at the 1914 time the wish of the Earl of Portsmouth, Vice-President of the club, to take two representatives of the United annually to the Cup Final in London. In 1914, through indisposition, his Lordship was unable to take them in his car. He handed the invitations to two club members, Mr. C. Williams and Mr. F.A. Cook, who travelled to Crystal Palace by Saturday train, and watched the match from the Grandstand.

Later in that year, entry of the United Kingdom into World War One (to become termed The Great War) at midnight on the 4th of August 1914, meant that decisions had to be made concerning the widest range of activities. That nationally to continue with League and Cup football while the country was at War, was controversial. English and Scottish footballing authorities are said to have been persuaded by the argument that sport provided an "antidote to war." There was also, in any case, some expectation that conflict would not last beyond a few months. Not to be so.

So far as Hampshire F.A. was concerned, William Pickford in the 1937 "Golden Jubilee Book" summed up the situation. The 27th Annual Report of June 1914 had been "very satisfactory." There were 386 affiliated clubs, 84 sanctioned competitions, and 323 referees "to look after." "We never had much money in hand but managed to keep on the right side year after year." There was at that 1914 time £84 in cash and other assets of about £300. There was request "from the authorities" to continue, but recruitment of players into the Armed Forces made the fielding of teams increasingly difficult.

A Hants F.A. Council Meeting of reduced level attendance, in January 1915 reviewed the position, and decided to abandon all organised competitions and suspend the Association's work for the time being. As Pickford states with some emphasis, "It was not resumed until four years later!"

While Hampshire F.A.'s own competitions remained in abeyance, many of the County's footballers were able to enjoy some form of the game, whether serving at home or abroad. Some local Leagues managed programmes to a degree, and surviving clubs also played some friendly matches. By the middle of 1915 it was understood that

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around 7,400 of the men engaged in the Armed Forces had some past connection with Hampshire football, playing or otherwise. Further, there were many, not of military age, holding a post in support services such as munitions, or home defence.

The County F.A. came into what was to prove a valuable role, in a gradual fashion. As described in the "Golden Jubilee Book:"

" . . . the Hampshire F.A. Wounded Soldiers' Fund came into being in a quiet way. One of the nurses at the Middlesex Hospital who joined up the moment the call came and went to France in August 1914 with the British Army was Miss K.E. Flower, Mr. Pickford's sister-in-law. It began in parcels being sent to war hospitals at the front and very soon grew into an organisation registered under the War Charities Act. Messrs. Clinton, Muir, Plomer and W. Hayward acted as a committee."

A full-page illustration in the "Golden Jubilee Book" is aptly captioned "This speaks for itself." Pictured is a poster headed "Hampshire Football Association Wounded Soldiers' Fund (Registered under The War Charities Act)." Bold lettering told of the requirement, "Wanted for our Wounded British Soldiers in the Army Hospitals at The Front." Items sought included tobacco, pipes, cigarettes, safety matches, sweets, soap, games, razors, note paper, magazines, 7d novels; Hospital needs such as socks, rubber bottles and knee-caps. All gifts received (collected if necessary) had to be packed and despatched. Here, William Pickford with his wife, had a key part to play.

By signing of the Armistice on November the 11th, 1918, parcels had been sent to more than 50 military hospitals in Belgium, France, Salonika and other places on the Front. Over 30 tons weight in "comforts", packed by William and Evelyn Pickford, were sent in 1,196 half-hundredweight boxes. In recognition of sending the 1,000th box, a handsome silver rose bowl was presented to them.

Ending of the War meant that the world could address itself to the future, with sport a part to play in that future. So far as British sport was concerned, football was quickly off the mark. Only days after the coming of Peace, William Pickford at an F.A. Conference, seconded a carried resolution to the effect that it was desirable affiliated Associations should arrange resumption of their competitions as soon as possible.

In the "Golden Jubilee Book" may be seen of Hampshire F.A. that "The War over the game was slowly resumed but not until May, 1919, did the Council meet again." While there were some compe-

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titions in the County able to make a 1918-19 appearance, not so with the Hampshire League and certain major Cups. Much, however, was being carried out behind the scenes.

From a December 1918 press release, is read William Pickford's Hampshire F.A. Circular advising that "In deference to the wishes of the King and of the Football Association, that football should be resumed as far as possible", the County was to arrange a Victory Cup Competition.

Hampshire F.A. had wish to pay a lasting tribute to the thousands who went to War and did not return. Future annual Handbooks placed on the first page, framed memorial words: "This Page is Dedicated to the Memory of the Gallant Lads of Hampshire Clubs who made the Great Sacrifice. "Their Memory endureth."

SEVEN BEGINNING AGAIN

“Football took a time to find its feet again when hostilities were finally over in November 1918.” So Norman Barrett in the “Daily Telegraph Football Chronicle” (1999 edition) aptly stated. William Pickford was to play a significant part in that finding of feet, both nationally (through his increasing role at the Football Association) and more locally by way of his substantial Hampshire F.A. related involvement.

After four years of regional competitions and “friendly” fixtures, more normal League and Cup football returned to England at the beginning of September 1919. Of such football played in Hampshire during the War years, some was in the South Hants League, other was “friendlies.” World War One had ended too late in 1918 for anything formally organised to be arranged for that year, so plans were made for season 1919–20.

Prior to the re-start, neither clubs or competitions knew quite how the spectator public would react. Would the retirement and death of so many skilled players have led to a fall in playing standards? Would there still be the former wide enthusiasm for the game? William Pickford, again at local and wider levels, would be among those concerned with creating the background against which such questions might be answered.

From the preparatory work within the County with which he had clearly been involved, at the first post-war Hampshire F.A. Council Meeting of May 1919 came the conveying of a Pickford decision. While he was willing to continue in the post of Hon. Treasurer, there was indication of his wish to step down from the office of Hon. Secretary to the Association.

There had been Pickford hopes that he might have been succeeded in the Secretaryship by the Assistant Hon. Secretary, M.S. Plomer, for whom he had high praise: “It would be difficult to lay hands on a better colleague.” As it happened, Mr Plomer had at that time in May 1919 accepted a full-time appointment that precluded a Hants F.A. acceptance on his part. There is written Pickford indication that had Plomer been able to stay on, as his Assistant even, Pickford might himself have continued as Secretary, but he felt, as he stated, he “could not go on for ever.”

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In both the “Golden Jubilee Book” and his “Recollections”, there is ready acknowledgement that the organisation had been particularly fortunate to find in Mr G.J. Eden “an eager and most efficient successor” to the Association’s Secretaryship.

From May 1919, Pickford was within Hampshire F.A. able to concentrate on his continuing duties as Hon. Treasurer, besides which his influence can be seen in a number of other directions. There was his clear message from the mid-summer 1919 A.G.M.: “The auspices for the coming season are better than expected, but football will hardly recover from the War until 1920.”

The County F.A.’s 1919–20 Handbook, of particular importance, much the work of both Jack Eden and William Pickford, was especially addressed to what Eden termed “Reconstruction.” Of some 120 compact pages, each around five inches high by three and a half, apart from its value to the organisation of that time, became a work of footballing interest. Of clear relevance to those closely involved would have been not only the basic Hampshire League Rules, but also “Hints to Secretaries”, areas of known Pickford interest.

Many club officials were after-the-War new to the requirements of tasks before them, and would have welcomed the available advice. A number of freshly-formed affiliated clubs bore indication of their origins in titles such as Romsey Comrades, Returning National Servicemen (also of Romsey), and Ringwood Comrades. Of the latter, the History of Ringwood Town Football (1989) tells of that club being disbanded during the 1914–18 War, and re-established in 1918 as Ringwood Comrades, consisting “mainly of servicemen returning from the battlefields of Europe.” Here, as elsewhere, of the fellowships formed during the tragedies of War, football was able to help forge them further in peacetime circumstances.

Of season 1919–20 overall, William Pickford was able, with others at Hampshire F.A., to regard the resumption as successful, albeit there had been a number of difficulties to be faced. Of the Hampshire League’s four Divisions, (twenty five teams in all), three of them had the outcome in doubt until nearing the season’s end.

Of special interest to Pickford would likely have been the achievements of near neighbours Boscombe, unbeaten at the top of Division West. Boscombe made a return to Hampshire League competition for one season, after having during 1913–14, the last peace-time season, played in the South-Eastern League.

Bournemouth readers of the Southampton-based “Football Echo”, (and contributors such as Pickford), had an unusual late-September 1919 Saturday evening experience, arising from the national Railway

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Strike. Unable to deliver in the usual railway fashion, the “Echo” arranged for a flying boat from Supermarine Co., of Woolston, to provide via a landing at Bournemouth Beach. Other difficulties arising from the Strike were not so readily overcome, with quite some level of fixtures postponements caused through a lack of rail transport.

Of known concern to William Pickford was the wholly unacceptable extent, in places, of the ill treatment of Hampshire referees, with players and spectators each to blame on occasions. At its worst, there was January 1920 report of a referee having been “pelted with missiles” on leaving a local league match, leading to player suspension (including a “sine die”) and a ground closure ordered for one month. That a County evening newspaper in April 1920 termed referees “Knights of the whistle” can have been of little, if any, consolation.

There was in parts of Hampshire a shortage of pitches, with fixtures implications. In places, the issue of Sunday football was beginning to be given thought. Of Pickford involvement would have been discussion concerning the Hampshire League’s revised structure. This for 1920–21 was to be three Divisions, 31 teams in all, with the County Division containing twelve.

Consideration was given to the possibility of extending beyond the 1919–20 pairing of Southampton versus Portsmouth entry for what the Southampton “Football Echo” termed the Pickford Benevolent Fund Cup. The beneficiaries would be players who suffered loss of earned income through injuries sustained at football. The Final of Saturday the 15th of May 1920, played at Southampton before a Dell attendance of around eight thousand, saw the home side 2 – 0 winners. An unusual, indeed rare, feature for that time was that Portsmouth (with Southampton’s agreement) were allowed to introduce a substitute for an injured player.

In “Recollections”, William Pickford pays warm tribute to both clubs:

“I saw many of the leading matches of both Southampton and Portsmouth over a number of years. They were both remarkably well conducted clubs and gave very little trouble. Of course, we lost them in our Hampshire competitions, but they were always ready to help where they could, and particularly they raised several thousand pounds for our Benevolent Fund by annual games for it.”

Across the County, there were Bournemouth area 1919–20 events of local interest to William Pickford. The inter-county matches between Hampshire and Dorset, after a lapse of six years, were well supported. Hampshire’s 3 – 1 win was before around 1,500 spectators at Boscombe, with the added presence of Branksome Brass Band. Both

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sides included a high number of players new to representative selection. Some two thousand plus were at Branksome on a fine April 1920 Saturday afternoon to see Dorset 4 – 2 successful against Hampshire.

There was January 1920 F.A. Amateur Cup progress for Bournemouth Gasworks, with about 2,500 at Parkstone to watch a Round One win, 2 – 1, against Worthing. Also at home, a reported four thousand saw a 5 – 0 success versus Clandown. The Gasworks exit, in Round Three, came from the game's only goal, at home to Oxford City.

The recent development of football in Bournemouth area during the early 1920's was of particular encouragement to Pickford and others who had contributed to the local cause. To such an extent that steps were taken to form a Bournemouth Football Association. In his writing of the Hampshire F.A.'s "Golden Jubilee Book" there is Pickford telling of how the Bournemouth F.A. came into being.

"Relieved of the heavy calls on his time on his retirement from the position of Hon. Secretary to the County Association in 1919, Mr. W. Pickford turned his attention to a project that had for some time been in his mind, the formation of an Association for Bournemouth and the South West of Hampshire, on the lines of those already in existence at Portsmouth, Aldershot, Southampton and the Isle of Wight. A preliminary meeting of officials interested met with enthusiastic support, and on May 31st, 1920, the representatives of the various football competitions and clubs in the district attended."

Those gathered at Bournemouth's "Tregonwell Arms" on that 1920 May evening had been "all in favour" of amalgamating the various separate competitions under the charge of one authority. In particular, the Junior League, in existence for 20 years, had taken "a sporting view" of the need to "sink their identity in the common interest."

From the Meeting's 8.15pm start, William Pickford clearly played a valuable guiding part, addressing a total of twenty seven clubs and organisations. There was his outline of the purpose of a local Association, mentioning the success of those already well established elsewhere in Hampshire. After discussion, on the proposition of Mr E.A. Hockey, seconded by Alf Spranklen, the motion was carried, without dissent, that "a Local Association be formed to be called the Bournemouth Football Association." Appropriate thanks were then "accorded to all Competitions for their past work and present support."

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Early to business, the newly formed Association elected a Sub-Committee to revise rules of existing competitions that they might meet “present requirements.” Among those to serve with him on that Sub-Committee were men with whom Pickford had previously worked. Sanction to manage Bournemouth F.A. was to be applied for to Hampshire F.A. while Dorset permission would be sought that clubs from that County might enter for Bournemouth competitions as in the past. William Pickford’s knowledge, and previous experience of similar situations, was clearly much regarded by Bournemouth F.A., of which body he was to become its first President. Mr L.J. Duncan was to be the organisation’s joint-office Hon. Secretary and Treasurer.

The freshly set-up Association in its first season showed awareness of the need for good housekeeping, characteristic of William Pickford’s holding of Hon. Treasurership at County level. Bournemouth F.A. income for 1920-21 totalled £241-7s-5d, against expenditure of £145-13s-3d. There had been generous Pickford donation of the handsome silver Challenge Cup given to him by Hampshire F.A. as one of its presentations after 32 years as Hon. Secretary to that organisation, continuing as Hon. Treasurer until 1938. Of competition for the trophy, the 1920-21 season’s Pickford Cup Final, won by Bournemouth Tramways, brought an income of £31-13s-2d.

As fitting acknowledgement of so much that William Pickford had over the years done on behalf of others in football, he was a special guest, with Charles Clegg, as F.A. representative, at the Football League’s Dinner that followed its 1921 Annual Meeting. Gathering of 278 at the Dinner, venue the Hotel Cecil, London, heard Charles Clegg speak of how the game’s growing popularity made individual responsibilities greater than ever.

In “Recollections”, as in “A Glance Back,” Pickford writes movingly of the high regard in which he held Clegg, and how deeply he valued their friendship. A fellowship all the more precious in the years to come when he, Pickford, would succeed Sir Charles Clegg, knighted in June 1927 for services to football, as President of the Football Association.

That succession was, though, to be in some years’ time. There was more, much more, before then.

EIGHT INTO HIS SIXTIES

Into his sixties (born in 1861), far from sign of easing up in any direction, William Pickford's involvement in his many fields of activity could into the 1920's be seen to increase. Playing full part in what of many respects, football and otherwise, was to be a period of advancement and change.

Hampshire's football season of 1921–22 provided plenty to occupy the time and attention of Pickford and others concerned with the game's continuing development. Restructuring of the Hampshire League saw creation of a County Division (12 teams, Boscombe the winners), an East Division of nine sides, Sholing Athletic top, and 10 teams, Boscombe Reserves the Champions, in West Division. As County F.A.'s Hon. Treasurer, William Pickford was working with an organisation's income of around £1,200 per year.

A situation to be met increasingly into the 1920's was a shortage of pitches. Numbers of clubs during the post-War years had to shift home with some frequency. Rented grounds were at times required for building and other uses rather than sport. Hampshire and its needs had now, including the Isle of Wight, a 1921 population of around 1,008,000 some 55 thousand more than ten years earlier.

Their season of 1921–22 was special for Hampshire's Football League clubs. Southampton were champions of the newly formed Division 3 (South), ahead of Plymouth Argyle on goal average, each with 61 points from 42 games, at 2 for a win and one for a draw. Southampton gained promotion, with Portsmouth in third place.

The Third Division (South) had in 1921–22 followed the Division Three formation of the previous season, a Third Division (North) having entered the 1921–22 scene. As well as his involvement at F.A. Council level nationally, William Pickford as part of his local interest would have been aware of the Bournemouth area development there, in 1922, of a Second Division forming for the Wednesday League.

Of recent years to mark Pickford's broadening of interest, few can have required more from him than 1922 and 1923. At the death in 1923 of Charles Clegg, who had been the F.A.'s representative on the International Board for many years, there was appointment to take his place. There is Pickford "Recollections" admission that he had not until then "given much attention to football outside the United Kingdom, or, for the matter of that, outside England."

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There then follows in “Recollections”, something of the frankness marking much that William Pickford has written, telling of the “great difference between occasionally meeting people and sitting down to argue points out with them in conference.” Situations where “you have to match your wits with their’s, and you begin to know the real personality that lies behind the smiling face.”

From joining an international body, there was during 1923 some William Pickford part in its collective thinking. The Federation Internationale de Football Associations, formed in Paris during May 1904, to which the F.A. in England had shown, according to Pickford, “a monumental instance of that English insularity which puzzles our friends across the water,” had since the 1914–18 conflict been operating under marked difficulties. There was Pickford statement in his “Recollection” reflecting the attitude of a number of countries towards any linking together.

“The Great War ended it. At its close the feeling was so strong against playing games, or joining with, the Central Powers, that the British Association declined to resume membership. An effort was made by Belgium, Holland and other Associations to set up a new organisation, excluding Germany and Austria, but it failed to awake any response, and the F.I.F.A. continued only a skeleton programme.”

Following an appeal, however, by F.I.F.A. to the English F.A., a Conference was held in London, at which M. Jules Rimet having succeeded Dan Woolfall as President, Pickford first met this “well-groomed, courteous and capable legislater” new holder of office. Then, further in “Recollections” words, “the British Associations re-joined on a definite understanding as to the rights of the International Board and non-interference by the F.I.F.A in the home affairs of its members.”

Differences, though, began to occur between F.I.F.A. and the Committee of the Olympic Games. The latter wished to have football at The Games under their control, whereas F.I.F.A., from its Annual Congress at Prague during 1925, unanimously carried resolution that it was “the highest authority in all football matters.”

All of these international concerns were, however, to Pickford, business more for a future date. For the 1923 present, there were matters of more immediate and more local attention. The previously named Boscombe Football Club (in 1923 became known as Bournemouth and Boscombe Athletic F.C.) during that year applied for membership of the Football League’s Third Division. Tony Pulein’s “Up the Cherries!” tells of how two men (William Pickford and Leslie

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Knighton, then Secretary-Manager of Arsenal) added their weight to that of Wilf Hayward, a Boscombe strength in many capacities, in the successful application. Kevin Nash, in “Cherries: First Hundred Years, AFC Bournemouth 1899–1999”, (published 1999), writes that in addition to the extent that Wilf Hayward lobbied First and Second Division clubs for support, “William Pickford’s backing was also crucial. A new era had dawned . . .”.

Tony Pullein’s work, of 1959, is rated as rare, and unusual for a relatively small club at that time. That of Kevin Nash, more recent, has a head and shoulders of Pickford, with caption that he “threw his considerable weight at the FA” behind his club. If not a hometown club, certainly one of known contribution towards. Accompanying the photo is reproduction of a Roy Ullyett cartoon headed “Mr. Pickford and his Penny Farthing.”

The end of football season 1922-23 was noted by Pickford, as others, for two highly contrasting Cup Finals. For the Hants Benevolent Cup, at The Dell on Monday the 23rd of April 1923, Southampton and Portsmouth drew 2 – 2 in what was described as “another poorly-attended tie”, producing receipts of a little more than £250. As told in “Saints v Pompey: a History of Unrelenting Rivalry” by Dave Juson, Clay Aldworth, Barry Bendel, David Bull and Gary Chalk, (Hagiology Publishing in association with Southern Daily Echo, 2004), this meant that “the Pickford Cup could spend six months in each boardroom, starting at The Dell, as Dominy won the toss.”

The Benevolent Cup drawn Final was fitting for Southampton, as the club’s 1922-23 Division Two season ended with 42 games played, 14 each of which were wins, draws and defeats. Goals were 40 for, 40 against, position 11th out of 22 teams.

At another end of the footballing scale, the F.A. Cup Final of late April 1923 attracted wider and possibly longer lasting attention than any such event of its kind. In “Recollections”, Pickford sketched a background word picture, telling that the British Empire Exhibition at Wembley had given a opportunity that was seized. One of the features planned was the erection of a huge ferro-concrete stadium, with the Football Association one of the guarantors.

Many have written, filmed, photographed and spoken about that 1923 Wembley Final, Bolton Wanderers 2 – 0 winners against West Ham United, before a reported attendance of 126,047, receipts £27,776. Much has been told, and pictured, of how a few mounted policemen on the pitch sought to control an amassed gathering. In particular, P.C. George Scorey, on a 13 year-old white horse, “Billy”, played a

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dramatic, and acknowledged life-saving part in marshalling a dangerously over-spilling crowd.

That April 1923 event clearly remained in William Pickford's mind, as it featured when talking to a February 1928 Monday afternoon Rotary Club luncheon at Bournemouth's Grand Hotel. At that function Pickford, according to press report, told that "at the Wembley Final in 1923 the crowd inside the ground must have been 200,000, half of whom had not paid, and another 100,000 were outside like angry wolves waiting for the result."

For William Pickford, keenly interested in, and indeed much concerned with Rules of organisations and their competitions, as with Laws of the game, the footballing years of 1924 and 1925 provided plenty of opportunity for involvement. For those such as Pickford, there can never really be a close season so far as football is regarded, certainly for him, not between those of 1923–24 and 1924–25.

Towards the end of one season, the Hants Benevolent Cup Match at Fratton Park on Wednesday the 7th of May 1924 drew an attendance of 7,496 to watch Portsmouth's 2 – 0 win over Southampton. Then, according to Dave Juson and colleagues' "Saints v Pompey", "bar the dinner and all the speeches", "another season of derby friendlies" was over. Pickford was one of those regularly called upon for speech making, at dinners and other occasions.

Hampshire F.A.'s Benevolent Fund, towards which the Cup matches were played, had from its 1902 inception been of personal interest to William Pickford. Certainly, he would have supported the efforts of clubs such as Gosport Borough Athletic, who contributed to the Fund through the sale of footballs, and from appearance against Andover in the 1924 Russell Cotes Cup Final helped add a further £10. During 1923–24 the Benevolent Fund distributed £578 among "necessitous players" who had met serious playing injury.

The summer of 1924 had plenty of footballing activity for Pickford. Apart from County and National responsibilities, there were more local contributions. In response to an invitation, there was attendance, on Wednesday June the 24th 1924 at a Bournemouth F.A.'s Presentation of Trophies evening at the Portman Hotel. There he told of how, 29 years earlier, he had been handed a particular Cup, "in order to encourage football in Bournemouth."

Five full pages of typescript, signed "W. Pickford. July 8/24", give an impressively full account, not only of that June 1924 evening, but of Bournemouth League history from its 1895 formation, and that of other competitions.

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Almost two weeks after the Bournemouth F.A. Presentation Evening, there was that organisation's Annual General Meeting, its fourth. Held at the Y.M.C.A., St. Peter's Road, on the 4th of July 1924, for 7 p.m., William Pickford attended in his capacity of Life Vice-President. With Mr M.S. Plomer (President) presiding, the evening's business included much that would have been close to Pickford's heart — Rules of the Association, League Regulations, and requirements of the Pickford Cup.

Two changes in the Laws of football, effective from season 1924–25, attracted much attention and had marked influence, one of them particularly so. From a proposal by the Scottish F.A., the International Board had decided that goals could be scored direct from corner kicks. The Law is said to have been so vaguely worded at first that there was initial impression that a player taking the kick could dribble the ball in from the corner-flag post. This was duly corrected, the taker not being allowed to touch the ball a second time until it had been touched by another player. A goal might, however, be scored direct from a corner kick.

With his known part in the process of football's Law changes and their implementation of various levels, William Pickford would have been intrigued by the effects brought about by those of 1924–25. Particularly so with offside, as that alteration was aimed at improving the game to watch, by making it more attacking. Play had become bogged down by defensive tactics, the "offside trap" a major cause. Coming about it is said after some fifteen years of discussion, culminating in a trial match featuring possible Laws change, the F.A. came to a decision at a June 1924 London meeting.

From a Scottish F.A. proposal, and the International F.A. Board, a Law amendment of effectively one word had come into being. To remain onside, a player now needed two opponents (rather than three) nearer the opposition goal-line than himself. From the adopted Law change, the F.A. was able to note a nationwide appreciable increase in goal scoring.

For his own part, William Pickford had, from his various words in "Recollections" of 1938, long had an interest in aspects of offside. Until around 21 years of age, he wrote of never having seen what he termed football's "printed rules." From playing in Lancashire competition, and "dissatisfied with a referee's decision", he made relevant enquiry of Mr. Fairhurst, sub-editor of the Bolton "Evening News", for which newspaper he worked for five years from the age of seventeen. Not understanding the word "offside", Mr Fairhurst referred the young enquirer to a "Football Annual" on a nearby shelf.

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There is Pickford confession of finding the “Annual” somewhat “difficult to understand.” A later absorption with football’s Laws led to having a part in their revised compiling. With regard to their implementing, there was Pickford refereeing experience, including at Southern League level. On his own “Recollections” admission, however, he did not think he was “much good as a referee.” There is his indication that he “much preferred giving lectures on refereeing and the laws.” Those Laws would surely have included concern with aspects of offside. Relevant to the whole subject area, in 1893 there had been appointment to the F.A.’s Rules Revision Committee, and from 1909 to 1925, chairmanship of the Referees Committee.

If the earlier years of the 1920’s, into his sixties, had been of marked endeavour so far as William Pickford was concerned, that of 1926 could fairly be regarded as something special. There were for British Society as a whole, truly considerable difficulties, some of them major and of which he faced share, but there were personal crowning moments.

Of unusual experience for Pickford was his attendance with Frederick Wall (later to be knighted), Secretary of the F.A. from 1895 to 1934, at a F.I.F.A. Conference in Brussels at Easter (March) 1926. A main issue for debate was the question as to whether Associations that had begun to adopt professionalism, even in a minor way, were to be prevented from competing in the Olympic Games. As Pickford later admitted on his own behalf, “What it was all about was not easy for an Englishman knowing no other language than his own to grasp.” Further International Conference attending on behalf of England was in Rome, a few days after the April 1926 F.A. Cup Final.

Apart from being special to those of Bolton Wanderers, 1 – 0 successful against Manchester City, the 1926 Final was particularly memorable to others, including William Pickford. The entry ticket, on which his name was handwritten, tells of the Final Tie between the named teams, “to be played at The Stadium, Wembley, on Saturday, 24th April, 1926, kick-off 3 p.m” There is instruction “Admit Bearer to The Royal Box (Royal Tunnel Entrance).” The card is signed by F.J. Wall, Secretary to the Football Association Challenge Cup Competition.

In “Recollections” is William Pickford’s sharing of that 1926 attendance, and other such experiences:

“George V attended most of the Cup Finals and the matches v Scotland at Wembley except during an illness in 1929 and two very wet afternoons until 1934. He was received on most of these occasions by Sir Charles Clegg,

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the President. In 1926 I was appointed, at his personal request, to join him, and on several occasions since then and during his illnesses it was my duty to receive the Royal visitors, in company with Mr Kingscott, the Hon. Treasurer, and later his successor, Mr Huband, and the Secretary, Sir F.J. Wall, and, afterwards, Mr S.F. Rous.”

In a different 1926 mould was the 5th of May playing of the Hants Benevolent Cup Match, Portsmouth 5 Southampton 1, before a Fratton Park gathering of around three thousand. There is “Saints v Pompey” telling that “The General Strike was in its third day, but life went on – though you couldn’t read much about it in a News still restricted to a single page. The Southampton defenders again appear to have withdrawn their labour.”

Of event later in 1926, on the 18th of October, there was Pickford top-table presence at The Holborn Restaurant, for an F.A. Dinner in appreciation of its representatives who had toured Canada during the earlier May and July. The Pickford place was, according to the seating plan, between the Representative of the High Commissioner for the Dominion of Canada, and Arthur Hines, of notable Nottinghamshire F.A. achievement, for whom there has been expressed the warmest Pickford regard.

Earlier in the year, as Senior Vice-President of the Football Association, Pickford had been at Southampton to greet the F.A. team arrived back from its successful tour of Canada, returning in the C.P.R. liner “Empress of Britain”.

Further to being an especially active William Pickford year in direct ways, 1927 was also notable for some range of anniversaries and first occasions that would have implications for him in a variety of capacities. Radio was during the 1920’s becoming very much a media for taking football to a growing audience. The use became part of Pickford’s awareness.

The F.A. Cup Final of April 1926 (Bolton Wanderers versus Manchester City) had been broadcast by B.B.C. Radio to listeners in public halls of those two places most closely concerned. For Saturday the 22nd of January 1927, the “Radio Times” published a “Listeners’ Plan” to accompany the broadcast commentary on the First Division fixture of Arsenal at home to Sheffield United. During the action the commentator used the pitch diagram to indicate position of the ball, said to have been origin of the phrase “Back to square one.”

William Pickford’s own active part in broadcasting included a 6 B.M. Radio Station feature of 1927, in which he told of some Hampshire football history. There was recollection of having first seen

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Portsmouth's Fratton Park as a Country field with cows grazing. Of Bournemouth and Boscombe Athletic, speaking of that club having in its former days secured a piece of wild heathland to the north of King's Park, and having it levelled enough to make football ground.

Regarding the present day 1927 scene, able to inform radio audience of at least 1,500 Association football clubs within that 6 B.M. area. Other than six fully professional clubs and a few paying an occasional wage, all were listed as amateur.

There was Pickford belief that upwards of quarter of a million spectators were watching around 30,000 play football within the Wessex area. Radio was just one of the ways in which Pickford was ready to develop an interest in football.

Of a period when, according to Reg Mathieson's "Hampshire Football Association, 1887-1962: 75 Years of Football", "nothing much was known about football in the Aldershot area", William Pickford with his friend, Mr S. Minter (a Director of Bournemouth Gymnasium) cycled on a hot August day from Bournemouth to Aldershot, where at the military camp "they were given an uproarious welcome, and became guests of the N.C.O.'s Mess." During the evening, in addition to giving a gymnastic display, at boxing Minter knocked out two of the Royal Engineers' "best exponents of the fistic art." On the following day the two visitors returned to Bournemouth, taking with them an entry form of the Engineers for the Senior Cup. Starting perhaps, Reg Mathieson suggests, "a movement that afterwards put Aldershot on the football map."

Of the County's North, in Hampshire F.A.'s "Golden Jubilee Book" (1937), Pickford wrote of what he termed "The Aldershot Movement." From stating that "The first shots at goal in Aldershot were fired by soldiers", when the great military camp was established there in 1854, to the 1926-27 emergence of an Aldershot F.C. that would achieve Football League status, with so much due to the efforts of Norman Clinton.

As well as beginnings, 1927 also had a number of commemorations. At its monthly Meeting of April the 13th, Hampshire F.A. Council, in noting that it was 40 years to the day of the Association's formation, observed that two members present in that April of 1927 had also been in attendance on that inaugural occasion. Two separate County F.A., for Hampshire and Dorset, had come into being on that 1887 dissolving the South Hants and Dorset F.A., itself dating from the 26th of April 1884. William Pickford had been not only a guiding influence in creating that 1884 organisation but was, with this brother B.R. Pickford (inaugural Hon. Secretary/Treasurer), very much a con-

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tributor. With William Pickford at that 1887 Hampshire F.A. formation occasion, as now at the April 1927 Meeting, had been Mr W. E. Masterson.

Of personal 1927 landmark, a presentation to William Pickford in respect of his 40 years with the County F.A. took at his own request, the form of a Shield to be used for competition between Hampshire's Elementary Schools. First winners, late season 1927-28, were Southampton Boys, defeating their Bournemouth opponents 3 - 1 at The Dell, before a crowd of a reported "several thousand". On that April 1928 Saturday afternoon, accompanied by Hampshire F.A. President Norman Clinton, William presented "The Pickford Shield", as it was to be called, to L.A. Harland, captain of the successful Southampton team. Medals were distributed to members of the two sides, gold to the winners, silver to the losers.

Norman Clinton presented a set of Thomas Hardy's works to Mrs Pickford who, in expressing her thanks said that she had always shared her husband's interest in football.

Of several leading events to feature in William Pickford's footballing diary for 1927, the F.A. Cup Final, Cardiff City 1 - 0 winners against Arsenal at Wembley, on what has been described as "a gloomy Saturday afternoon in April", took the Cup to Wales for the first time. The occasion would have been far from gloomy for Pickford as he enjoyed the duty of introducing King George V to players and officials, then keeping the King close company throughout the game.

The "Bournemouth Daily Echo" told that Mr Pickford, "sat next to His Majesty in the Royal Box", met a ready flow of questions, in which the King "displayed a very keen interest in having explained to him the technical side of the game." As part of his enjoyment, in order to hear the community singing, the King came to the ground earlier than had been expected.

One of the local reports of the Wembley final and its attenders drew a polite follow-up correction. F.A. Senior Vice-President, William Pickford, was properly enough described as "a great authority on the 'Soccer' game, about which he has written much, and is credited with being its greatest authority." An accompanying comment was not in fact correct, that which wrote of the Rev. J. Edward Flower M.A. being married to a sister of Mr Pickford, "who is editor of one of Bournemouth's weekly newspapers."

The paragraph drew a polite correcting letter from the Reverend Flower, with indication that the error concerned must have brought a smile to Mr Pickford's face, as it had to his own. The Reverend and

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his wife had, some twenty-six years earlier, Mr Pickford marry their daughter, “so that he is not my brother-in-law, but son-in-law.”

Earlier that April 1927, on Monday the 18th, Hampshire had enjoyed Royal Family presence for Final of the Army Cup, played at Aldershot. The “Portsmouth Times”, in reporting the 2nd Battalion Leicester Regiment having defeated R.A.O.C. Hilsea 2 – 1 before an attendance of almost twenty thousand, wrote of Her Majesty the Queen having presented Cup and Medals as appropriate.

Not long after the F.A. Cup Final was, in early May 1927, Southampton at home to Portsmouth for the Hants Benevolent Cup. Portsmouth were two days fresh from gaining a Football League First Division place, runners up to Middlesbrough. As the club history “Pompey” details, promoted with a goal average of 1.7755 to Manchester City’s 1.77049. Each had 54 points from 42 games, Portsmouth’s goals 87 to 49, against 108 to 61 of City.

In that Milestone Publications 1984 volume “Pompey: the History of Portsmouth Football Club”, by Mike Neasom, Mick Cooper and Doug Robinson, on a page headed “Going Up”, related to season 1924-25, a featured team group photograph shows trophies of that campaign: named were the Pickford Cup, the Rowland Cup, and the 3rd Division Shield (this from 1923-24 Third Division (South) championship). Although losing the May 1927 Hants Benevolent Cup match with Southampton by 4 – 1, the Portsmouth players received silver cigarette cases and William Pickford’s congratulations on their promotion.

There had been, “Saints v Pompey” relates, Pickford involvement in a presentation decades earlier, Portsmouth 1 – 0 winners against Southampton, 1st of November 1905, for the Hants Benevolent Cup. Present were William Pickford and Sir Merton Russell-Cotes, the latter having presented to Hampshire F.A., for contest annually between Southampton and Portsmouth, a 100-guinea trophy.

“Saints v Pompey” offers an opinion concerning this further award.

“Evidently, it was felt by people of influence that the Hampshire public could not get enough of games between Portsmouth and Southampton Football Clubs. Among them were William Pickford and Sir Merton Russell Cotes JP, of Bournemouth.” Gate money from the matches was to go to the Hants F.A. Benevolent Fund. “Oddly, the competition would become known as the ‘Pickford Cup’.”

On the page opposite this comment is a head and shoulder picture of William Pickford, with caption referring to him as “Hon. Secretary of

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the Hampshire F.A., after whom the Association's Benevolent Cup became informally known."

There is in Pickford's "Recollections" his own observation concerning the beginnings of that annual event.

"We founded a Benevolent Fund in 1902 to help injured players, etc., and I persuaded Sir Merton Russell Cotes to lend us a 100 guinea cup given for a competition that had been discontinued. We utilised it until 1908, when he wanted it back. Luckily, the Association gave me another silver cup on the occasion of the Coming-of-Age, and I handed it over for this competition."

This Pickford mention of the date 1902 would seem to provide explanation why, in some reports, as with that by "Citizen" at May 1927, the Pickford given Challenge Cup should be written of as "to be played for annually between Pompey and the Saints in the interest of the Hants F.A. Benevolent Fund, which has the worthy object of assisting footballers in distress," and should be noted as "running for quarter of a century."

After a 1926-27 season of considerable dealings with League and Cup requirements there was to be for William Pickford, as for others, summer months of much off-the-field footballing activity. June 1927 brought attending, with Arthur Kingscott, a Congress in Helsingfors, Finland. Of this visit, which included presence at a Banquet, there is in "Recollections" a neat touch of Pickford humour. We read of the Helsingfors journey, "a long way for an untravelled Briton to go", that on his return a friend made enquiry as to his venture. At the reply, that such distance had been "to attend a football meeting," the friend "was astonished."

There had, though, been serious footballing business during those Helsingfors days. Of particular Pickford and Kingscott concern was that while obvious then that coming of the unregulated professional in Central Europe was a disturbing factor, still no active question arose.

There was, with himself and Arthur Kingscott at Helsingfors in 1927, attempt to "lay down two main ideas, or perhaps three," Pickford wrote. Firstly, great aim of the Associations within the United Kingdom was that there should be no variations anywhere in the Laws by which the game was played. Secondly, requirement that there should be no "sham amateurism," but that if there was intention to pay players, it should be properly regulated. Third concern was that there should be no F.I.F.A. interference with the internal control of any national Association.

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As well as footballing debate and decision abroad, the summer of 1927 provided its quota at home for William Pickford. Into May, Hants F.A. Council gave consideration to the idea of dividing the County League into East and West. Outcome of that thought was that a resolution was placed before the forthcoming Annual Meeting at Southampton. June 1927 A.G.M. consideration of that forwarded proposal, the aim of which was to help offset the financial difficulties facing some clubs, resulted in the motion being defeated by a large majority.

Pickford's membership of the International Board from 1923 meant him, with Frederick Wall, representing England at the mid-June 1927 Llandudno gathering of that Board. In that June, Pickford became a Vice-President of the International Federation of Football Associations. There was, however, resignation from that position in 1928 following withdrawal of the four British F.A.'s. Issues had arisen concerning definition of amateurism, in particular for them the question of broken-time payments to players. He nevertheless continued his interest in Associations on the Continent, and strove to establish positive relations between them and their British counterparts.

Questions related to amateur status had over the years been gaining growing attention, much in Pickford's mind. During a summer 1927 meeting in Paris of F.I.F.A.'s Executive Committee, a conference was held with the Committee of the Olympic Games, at which occasion certain issues came to a head. Decision that payments for an amateur's loss of time should be recognised came to Pickford as what he termed "a great blow", and his indication that "it was unlikely" England would send a team under such a regulation. There were indeed later consequences.

On learning of F.I.F.A.'s decision, the English F.A. convened a conference of the United Kingdom's Associations, at which it was agreed not to accept the F.I.F.A. interpretation of amateurism. From a London discussion with that body, for what it regarded as the overall good of the game and its Laws, the Football Association remained on the International Board, though declining to rejoin F.I.F.A.

NINE LATER SIXTIES

As with the early and middle years of the decade, the later 1920's and William Pickford's own latter sixties, were fully occupied for him in some range of activities in addition to football, primary interest though that was.

With regard to football, ever willing to pay deserved tribute, Pickford was able to do so at the July 1927 A.G.M. of Bournemouth F.A. It was his pleasure to propose for re-election as President of that Association, with appropriate compliment, Councillor Wilf Hayward, whose many services to local sport included Chairmanship of Bournemouth & Boscombe Athletic F.C. from 1914 to 1941.

There was Meeting satisfaction of that local F.A.'s present healthy position financially, a credit balance of £85 double that of the previous season. There was also pleased awareness at the organisation's twelve trophies for 1926–27 having been well shared. On behalf of the Association, Mr E.A. Hockey conveyed appreciation of Mr Pickford's presence, evidence he said, that the "small fry" were not forgotten.

In keeping with development elsewhere in the County, and of local interest to William Pickford, the beginning of Bournemouth & Boscombe's 1927–28 season was marked by the formal opening of a new grandstand at Dean Court. Built in four months during the close season, at an outlay of nearly £12,000, the stand was erected with steel framework purchased from Wembley, when the British Empire Exhibition closed down. The opening Ceremony was carried out by Football League, Vice-President, Charles Sutcliffe, about whom Pickford wrote, seeming "always to have known."

Season 1927–28 brought for Pickford and fellow administrators a number of footballing problems to be taken on board. Severe weather conditions at times brought frequency of unfit playing pitches, and hazardous road travelling surfaces. There was Hampshire F.A. serious concern at some worsening of player behaviour, among the worst instances being two occasions of assault on referees. Consideration was given to the possibility of Police Court proceedings. Pickford was known to be very much sympathetic to the best interests of referees, and their important part in the game.

Early January 1928 saw a William Pickford part in Southampton F.C.'s development plan. After having completed its purchase of The Dell and adjoining property, for £26,000, on the 26th of April 1926,

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the club had set to work on a programme of extending and improving the accommodation, spectator and other.

Prior to the kick-off of the Saints' Division Two game at home to Leeds United on Saturday the 7th of January 1928, William Pickford, named as Senior Vice-President of the Football Association, performed the official opening ceremony of the ground's new West Stand. There was present also, at an improvised platform, Southampton's Mayor, Town Clerk and the Stand's architect, with Club Directors. From the crowd of 14,000 came community singing to music provided by the band of the Hampshire Heavy Brigade Royal Artillery (T.A.). Miss Marion Knight was warmly applauded for her fine rendering of "Land of Hope and Glory."

During the course of his words addressed to the gathering, Mr Pickford told of the part played by Hampshire in the world of football. He spoke of remembering St. Mary's F.C. at Southampton, forty years earlier, and of meeting that afternoon "some of the old stagers who were players at that time." Half time at the January 1928 match provided opportunity for Pickford, in The Dell boardroom, to present the club with a set of framed "Gee" cartoons depicting Saints' matches. They would, he said, "be some sort of commemoration of the day when the new stand was opened, and a reminder of the old days as well."

Of the afternoon's football, Leeds United, that season promoted to the First Division with Manchester City, were 4 – 1 winners. The newly opened West Stand, however, earned description in "Saints: a complete record of Southampton Football Club, 1885–1987", by Gary Chalk and Duncan Holley, of being "regarded as one of the best in the Country." As a matter of interest, this considerable 1987 publication "Saints", in a Southampton St Mary's team group of 1888–89 features, in "everyday clothes" rather than playing gear, a named "W. Pickford".

The last day of March 1928 saw William Pickford's Wembley Stadium admission ticket for the England v Scotland International Match once more granting him entry to the Royal Box. The occasion was to be one of rare footballing experience. Before an attendance of reported 80,000, on a day of rain, Scotland defeated England 5 – 1, to win the title "Wembley Wizards." Certainly they ranked high in Pickford's estimation as forwards Alan Morton, Hugh Gallagher and Alex James were among those whom in "Recollection" he described as "the great figures of those brilliant Scots."

Also in 1928 international ranking, albeit of an earlier age and more local to Pickford, was Reg Trim of Winton and Moordown

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(Bournemouth) School, who that year captained England Schoolboys. Reg Trim's later career included time with Bournemouth & Boscombe, Arsenal, Derby County and Swindon Town. Known for his encouragement of young footballers, there was for William Pickford the April 1928 pleasure of seeing Southampton (the winners) in contest with Bournemouth for the Elementary Schools competition Shield, a trophy to bear his name. This in recognition of his forty years dedicated service to the cause of Hampshire football.

Looking to the future, closing days of football season 1927–1928 were for William Pickford much occupied by arrangements for, and the playing of, two Cup Finals. Each of different character, but at both of which he had a role to play.

At Wembley on Saturday the 21st April 1928 Pickford was, with President of the Football Association, Sir Charles Clegg, to receive the King (George V) and Queen, with the Royal Party, for the F.A. Cup Final. Pickford sat next to the Duchess of York, and was ready to answer questions of those around them. During the game, with a player or two injured and seeing a team trainer going onto the pitch, His Majesty asked what the trainer did. In humour, Pickford told the King that the trainer took two sponges out with him, — one soaked in water, the other in whisky, using his discretion as to which was applied. The King “smilingly remarked” that he knew which sponge would be chosen.

The Duchess of York showed a keen interest in football and the F.A. On hearing from Pickford that there were 30,000 clubs and half a million players connected with the Association, the Duchess remarked upon the great importance of playing fields being provided. On his enquiring of the Duchess concerning the well being of young Princess Elizabeth, whose birthday it was this day, Pickford learned that the daughter had been left in the nursery, happily playing with a ball. To Pickford suggestion that the Princess might perhaps have a football to kick, the Duchess thought that this would be rather too heavy.

As to the April 1928 result, before 92,041 spectators who paid more than £23,000, Blackburn Rovers became Cup holders by virtue of a 3 – 1 win over Huddersfield Town.

Further William Pickford attendance at a 1928 Cup Final was on Monday, May the 7th, at Portsmouth's Fratton Park, where play was for what has been variously described as for the Pickford Cup, for the Hants Benevolent/Hospital Cups, and as for the Pickford Benevolent Cup/Hospital Cup. In any event, Portsmouth were 6 – 1 winners over Southampton, before a reported “just over 3,000 spectators.”

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In presenting the Cup to Portsmouth's captain, John McColgan, Pickford offered to those attending some comment about the Hampshire F.A. Benevolent Fund, a cause towards which the game was played. With regard to injured players, "they (Hants F.A.) were out to help the working-class man and his dependents," to whom something like £700 had been distributed the previous season.

Active though the later 1920's were proving for William Pickford in respect of match and functions attendance, enjoyably so, there was also involvement with a number of issues relating to the game's politics. Such an instance had come to a head in February 1928 when a newspaper headline proclaimed a "Grave Football Secession." Other headings told of a "New 'split' in football," that "Britain cuts loose from the Continent", and of an "Olympic Games sequel."

A key paragraph stated that "The Football Associations of the United Kingdom have taken the grave step of seceding from the International Football Federation." This is what had been predicted would happen when official Federation recognition was given to payment in respect of time lost from work, when due to the playing of football.

Concerning such situation, William Pickford in "Recollections" made clear statement of his views overall. Acceptance of association with any organisations meant that one was honour bound not to break the rules. If in disagreement with a rule, attempt could be made to have it altered. "If you fail to do so, you can walk out, but while you remain in association obedience to the rules is essential."

Pressing as international matters were during early 1928, the Britain scene also provided topics for full debate. The home-season had created a number of issues for consideration at the F.A. Council's Blackpool meeting in June 1928. The occasion synchronised with adoption of a Committee recommendation concerning the wholesale suspension of 342 players and 61 officials, with fines totalling £385. Business with regard to discipline and its needs had long been of concern to Pickford. So for some while had been something coming increasingly to the fore, the question of transfer fees. This a feature of football about which Pickford was known to hold firm views.

There is "Recollections" thought that, concerning transfer fees, at Lancashire F.A.'s Jubilee Banquet in 1928, Sir Charles Clegg "made a powerful speech mainly in defence of the very thing he had denounced thirty years earlier. Times change and we with them." Of things to change in 1928, to some degree, was the ceiling price on transfer fees relating to professional footballers. In October 1928, reaching a new high, Arsenal paid a reported £10,890 to Bolton Wanderers for the

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services of David Jack, whom Pickford described as “a deadly shot at goal,” and “always a favourite” of his.

His many and varied offices within the world of sport, as with occupational business, brought to William Pickford a considerable level of correspondence, much of which was on his part handwritten, in pen and ink, compactly so.

A letter of some fascination, and of future implication, came to him dated the 8th March 1928, from the F.A. of Uruguay, in Montevideo. Addressed to Mr. W. Pickford, Bournemouth (Commercial Road 158), England, the text read:

“Dear Sir, I have the pleasure to inform you, that on the last meeting effected here, in the month in course, you have been elected by greatest number to be our representative in the English Kingdom, while we beg to take good note of these lines, and to be in charge as above for our Association. Having nothing more, we beg you to answer us for this particular. We remain yours very truly.”

The letter was signed by the President of “Reconocida por la Association Uruguay de Foot-Ball. Afiliada a la F.I.F.” The Pickford role and reputation in football, home and abroad, continued to grow. The requirements began to make some eventual impact on his well being.

William Pickford entered 1929 not in the best of health. Legacy, it was said, in part of the increasing additional commitment undertaken by him in his F.A. Senior Vice-President capacity during the lengthy illness absence of the Association’s President, Sir Charles Clegg.

There was indeed, January 1929 attendance at a Bournemouth Referees’ Society function “against Doctor’s orders”, having the previous week been in bed with a temperature reading of 101. The event was special, being that Society’s first annual supper, held at Bournemouth’s new Cadena Café. The organisation held monthly meetings for stated reasons of “sociability and for the advancement of their aims and ideals”, but not previously such a supper. The attendance was less some who had set out in that those from the Wiltshire Referees Association had their journey curtailed, being obliged to turn back owing to dense fog at Fordingbridge.

The evening’s speeches included compliments paid to Pickford. In proposing the toast of the F.A., and County Associations, Mr E. Arnfield of Southampton referred to Mr Pickford as being a credit to the finest Association the world knew from the sporting standpoint. Replying on behalf of the Football Association, Pickford was reported

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as being “in facetious and reminiscent mood.” While delighting the company with some light hearted humour, he expressed view that playing and refereeing were much more serious thinking now than formerly. He spoke of a time when clubs used to appoint their own umpire, and instead of the present day crossbar, made use of tape stretched across from the top of one goalpost to the other.

An honour to come to Bournemouth on a Saturday afternoon in April 1929 was the staging of a Schoolboys International at Dean Court, between England and Wales, England 3 – 1 winners. The match earned Bournemouth “Echo” headlines “Big success of the International”, and “An Example on how to play the game.” The “Echo” report made use of William Pickford comment in writing that:

“The ‘father of football in Hampshire’ and the Vice-President of the English Football Association, Mr W. Pickford, ‘stole the thunder’ of the critics when he declared as a witness of the match that no longer could it be said of professional teams that ‘they played like schoolboys.’ On the contrary, they had shown their elders how the game should be played.”

To mark the occasion, Mr William Hale on the evening of the match-day entertained the players, officials and others to a dinner at Bournemouth Town Hall. In proposing the toast to “Our Guests”, William Pickford referred to the afternoon’s game as of historic note. Bournemouth had long cherished the hope of staging an International Schoolboys match, and thanks much to Mr F. Jarvis of the local Schools’ F.A., this had now been achieved. Reminding the gathering that when he was an elementary schoolboy, “there was no football,” there was particular pleasure for him, an adult Pickford, to be present that evening “as an old elementary schoolboy.”

There was April 1929 appreciative comment on William Pickford’s weighty contribution to football from Mr T. Kyle, Berks and Bucks representative at the Football Association, during a Jubilee Dinner of the Counties’ Association, at High Wycombe. In acknowledging Pickford’s efforts on the F.A. Council in the absence of its President, Sir Charles Clegg, Mr Kyle stressed the level of work that had fallen on Pickford shoulders, “and his health has suffered. He was not at the International between Scotland and England, nor will he be at the Amateur Cup Final.”

Later that April 1929, on Saturday afternoon of the 27th, William Pickford was among the 92,576 at Wembley Stadium for the F.A. Cup Final, Bolton Wanderers 2 – 0 successful against Portsmouth. The day was for Pickford, as usual, well occupied. At a luncheon

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given by the Football Association Council prior to the match, he officially welcomed as guests the visiting South African cricket team members, wishing them a successful tour. There was then an accompanying onto the pitch the two competing teams, there introducing them to the Prince of Wales, to whom they were presented before the kick-off. Having been with the Prince during the game, Pickford was nearby after its finish when the Prince made presentation of the Cup to the successful Bolton Wanderers captain.

There was praise from Pickford among the tributes paid to Portsmouth footballers after that April 1929 Cup Final performance. During the match-day evening's Banquet at Oxford Street's Restaurant Frascati, given by the club's Directors, there was in "post-prandial speeches", recognition of the part that injury to Pompey's left-back Bell had played in his team's defeat. In responding to the toast made to the Football Association, William Pickford remarked that Portsmouth had played "a remarkably fine game." It was the thirty-eighth Final he had attended, and one of the best he had even seen.

There was also Pickford reply to a toast raised at a Dinner given by the Lord Mayor of Portsmouth for "The Directors and Members of the teams of the Portsmouth Football Club." The invitation card marked as for "W. Pickford Esq.", indicated that the celebration was at "The Guildhall, 7.0 for 7.15 p.m., Morning Dress." There was during Pickford's delivered words, some reflection on the club's history, including mention that the author Sir Arthur Conan Doyle had been playing for the team at the time of writing "A Study in Scarlet." Of Saturday's Final, there was Pickford declaration that "The City ought to be proud of the team and the game they had put up at Wembley." Further, he congratulated them all on the sportsmanlike way they had taken their defeat.

Following what had been a particularly active football season, the summer months of 1929 provided for William Pickford their own range of engagements and involvement. There were Hampshire concerns arising from the early May burning down at Southampton of The Dell's East Stand, earning Southern "Echo" heading "East Stand goes West." The Hants Benevolent Cup Match (Southampton 3, Portsmouth 2) was played at the ground on the Wednesday after the Saturday evening fire.

There continued to be for Pickford a variety of Football Association representations. One such was being among those at Southampton in early August 1929, there to welcome back the F.A. team from its tour

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of South Africa, returning from Cape Town on the Union Castle Liner Arundel Castle.

Of a different kind of duty was a little later that August, attending the Royal Victoria Hotel, Sheffield, for a Football Association inquiry into a dispute between Bolton & District Amateur F.A., and the Lancashire F.A. Following suspension of five officials, the Bolton organisation had appealed to the national authority. The occasion brought into play “a mass of evidence and also a number of witnesses.”

Relating to the Laws of football, September 1929 saw prominence given to what newspaper headlines proclaimed as “Revised Penalty-Kick Law Quite Clear,” with a stating of “Mr. W. Pickford’s views.” There had during the close U.K. season been International Board sanctioning of a Law alteration drafted by William Pickford. One of the reasons for the change was, according to Pickford, “to stop the ‘tomfoolery’ of a goalkeeper who danced about” when a penalty kick was about to be taken.

With regard to the altered penalty-kick requirements, what was termed “a striking observation” was made in an interview with the “Athletic News” by “Mr. W. Pickford, the senior Vice-President of the F.A. and a member of the International Board.” He is quoted at some length.

“‘The change has been made as a deterrent,’ he said, ‘and we hope the referees will interpret the rule in its proper spirit. There have been far too many penalties in the past. If this does not have the desired effect we can do away with the goalkeeper altogether when a penalty-kick is to be taken.’”

Further Pickford comment concluded by expressing the hope that “officials would be very careful about awarding penalty kicks in the future.” The whole question of penalty awards featured appreciably in his writings, with “Recollections” mention of the penalty kick having been “introduced as long ago as 1890”, when there was an “old school” of thought who thought that it should not apply to amateurs.

Changes in the nature of playing football during the 1920’s had during that time meant alterations in the Laws that applied, with William Pickford much part of that process. One in which he was especially interested. This was to continue so into the nineteen thirties.

TEN RULE AND LAW

“Don’t You Dare Tinker With My Laws”

The requirements of rule and law had played a considerable, indeed a major part, in William Pickford’s career prior to the nineteen thirties. They were to continue so, in some directions increasingly, particularly with his election to various levels of office. He had over the years, in actions as well as through words both written and spoken, made clear his views when situations arose. Truth and openness were important to him.

Of his life-belief statements, one in “Recollections” was in the strongest voice. Disagreement with a rule could mean trying to have it altered. If failing to achieve this, “you can walk out.” Conclusively, though, in Pickford’s view, “while you remain in association obedience to the rules is essential.”

The needs of rule and order had long been of importance to Pickford, evident publicly some forty years earlier, as reported in the “East Dorset Herald” of November the 12th 1896. Quoting from an interview granted to the “National Football News” by William Pickford, as Secretary of Hampshire Football Association, the weekly Dorset newspaper wrote of the interviewer having left with the sound of

“‘Rules! Rules! Rules! Rules!’ dinning in his ears.”

Very much part of 1896 Pickford involvement would have been his place in formation of the Hampshire Football League, this with agreed Rules appreciably of Pickford making. There would also have been awareness of Dorset League coming into being during that same year.

It could be said that William’s sense of rule would have dated from much earlier. From birth it might be thought, in terms of the household into which he was born. His early years, from first light of day in 1861, would have had the growing up guidance of his mother, and that of his father, who was Congregational Minister at Little Lever, mid-Lancashire, from 1859 to 1871.

Suitable then the teaching received, first at a Wesleyan School in Little Lever, followed by attendance at the Lewisham (Kent) School for the sons of Ministers such as his father. At Lewisham, young William’s first acquaintance with any form of organised sport. Instructions in the laws of play (particularly rugby) and concept of administration, this including the payment of a subscription. Then

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during his early working life at “Bolton Evening News”, arising from an enquiry raised and not answered to his satisfaction, the stirring of an interest in the laws by which games are ruled.

As a footballer with Bournemouth Rovers from 1883, then active membership of Bournemouth area Rowing, Cycling and Swimming Clubs during the 1890's, there was absorption in the rules by which those organisations were run, as well as being intrigued by the laws by which their games were played. From leading up to the 1884 formation of the South Hants & Dorset F.A., then in the 1887 dividing into separate Hampshire and Dorset bodies, there was considerable involvement in administration with its rules and regulations.

Pickford's football playing days, as a goalscoring centre-forward with Bournemouth Rovers, ended on Boxing Day 1893 when a fall on frozen ground closed that chapter. Wishing to stay active in the game, he took up refereeing, and over several years his appointments included at Southern League Level.

With characteristic Pickford candour and humour, there is “Recollections” telling of his experience in that direction.

“I do not think I was much good as a referee, though appointed to many Southern League and other games for some years. Once a spectator advised me to ‘go home and read the rules.’ On another occasion when going a second time to a match at the old Antelope ground, Southampton, and pushing my way over the ropes, a burly dock hand called out to a pal, ‘Hi, Bill, ‘ere’s that same little — again. Let’s go and get our money back.’ ”

Having in due course during the 1890's to wear glasses, he thus gave up refereeing, and persuaded the F.A. not to register as referees those needing the use of glasses for long distance. There is for his own part, clear pleasure in the statement that he “much preferred giving lectures on refereeing and the laws.” Lecturing covered a wide area, including venues at places such as Newcastle, Liverpool, London, Plymouth and Yeovil, as well as throughout parts of Hampshire.

These lectures he illustrated by use of a blackboard and chalk, moving cardboard circles around and fixing them with drawing pins. In the later 1890's there was his attraction to photography, which led first to the taking of a camera to football matches, and then the giving of lantern slide shows. The slides proved popular, especially those with comic touches, some of which were of his own sketching. He was also ready to lend the slides for others to show to their audiences.

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A Referees' Association formed in London during March 1893 made efforts to examine the qualifications of referees, also undertaking to appoint them to matches at a fee. Pickford contacted this Association, to represent Hampshire in the first season, then in 1895 being elected a Vice-President. These steps added stimulus to what he described as "an already growing interest in refereeing and the Laws."

As with other areas of identified Pickford interest, he did not remain a bystander. In September 1893 he issued a table of the branches of the Laws for which a free kick could be given, 24 in all. The following month he had printed in the "Bournemouth Guardian" a series of "Hints to Referees", a feature that the Referees' Association adopted and printed in its rule book. To his knowledge, apart from a few "Instructions" issued by the F.A. in the 1880s, this was the first real attempt to explain "knotty" points and advise referees in the dealings with their duties.

Differences of opinion concerning the game's Laws caused some exchanges of printed words between William Pickford and N. Lane Jackson, widely respected though the views of each were in their separate fields. The last Pickford writing for the Referees' Association was in 1897, "Common-sense in Refereeing", a series of hints and suggestions that was reproduced in a number of football handbooks.

Of further refereeing and Laws relevance was Pickford's 1906-07 published "How to Referee." This, in addition to mention in Peter J. Seddon's major "A Football Compendium" (2nd edition, edited by Cynthia McKinley, 1999) as "scarce", is also praised for its "particularly attractive pictorial boards."

In the 1905 substantial four-volume work "Association Football and the Men who made it", Pickford was co-author with Alfred Gibson. Among Pickford's many contributions were what he identified as "hints and explanations of the Laws." There continued from him, for decades yet to come, regular words to the writing concerned with football's Laws and their application. The topic area was one on which he was not going to yield ground lightly if believing himself to be in the right. In such debate, the perceived differing needs between amateurs and professionals could be of some consequence. Beyond doubt, Pickford's hard gained experience as a player, then as a referee, had given him an understanding that he valued.

From about 1899, having come into contact with Alfred Gibson, sports editor of the pink Saturday evening "Football Star," there was not only Pickford's writing for that paper on refereeing topics, but also a replying to football queries. For many years such items appeared as "Pickford's Corner", or "Pickford's Van." He numbered

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his weekly post as “really enormous.” Typically open, there was “Recollections” reflection that “catchy points and difficulties of referees sometimes beat me, but on the whole probably some useful purpose was served. It was almost as useful to me as to the correspondents.” It was for this pink issue that he wrote the poem “Ten Little Referees,” illustrated by that newspaper’s cartoonist.

Of newspaper contribution, there was for the “Daily News” from 1902, a Pickford column initially for referees, but becoming of more general footballing comment. Similarly with the “Athletic News”, for which articles dealing with refereeing and the answering of related questions broadened into wider topics. These pieces continued until the 1914 outbreak of War.

There was later, in 1919-20, a series of articles for the “News”, illustrated with diagrams. When those ended, there was Pickford view that his “football literary work stopped.” He had, he was to state, “too much other work to do in reconstruction of the business” he was concerned with. Apart from his day to day professional occupation, he was becoming increasingly drawn into the business of football. Rules and regulations related to the game’s government, as well as Laws of play, often required considerable debate before changes could be brought about.

With regard to football’s politics, historians of Bournemouth & Boscombe Athletic F.C., (as Boscombe became known on its admission to the Football League in 1923) have paid tribute to the part that William Pickford paid in the gaining of that entry. On the wider scene, there would have been Pickford voice also in the 1924 Law change that permitted the scoring of a goal direct from a corner kick. Similarly, involvement in the discussion that brought about a 1925 alteration in the requirements concerning offside, an aspect of play that had long interested Pickford.

Pickford’s 1925 say in the game’s government included the differences of opinion between bodies such as F.I.F.A. and the Olympic Games Committee. There was Pickford attendance at the 1926 F.I.F.A. Conference in Brussels. He was a Vice-President of F.I.F.A. during 1927 and 1928, from which authority the United Kingdom’s F.A.’s seceded in 1928.

The 1920’s ended on a busy note for William Pickford. In January 1929 he was speaker at a Bournemouth Referees’ Society first Supper. Apart from such occasions, other requirements during the following months included the giving of opinion on procedures such as change in the penalty-kick Law.

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Into a different kind of territory, John Harding in “For the Good of the Game: the Official History of the Professional Footballer’s Association” (1991) tells of a 1929 situation that heard Pickford’s voice. Despite opposition from both Charles Sutcliffe and Pickford, the Football Association’s A.G.M. that year passed a resolution related importantly to individual rights. Not only could a player in future attend an enquiry into his own behaviour, he would also be permitted to cross-examine witnesses and request rebutting evidence. To Pickford’s reported assertion that such a rule-change would increase costs, he was told that the needs of justice could not be ruled by considerations of expense.

Rights and requirements of players as individuals, through their representatives and via the Football Association of which William Pickford was an appreciable part, were among the shifts of direction that were taking the game from the 1920’s into the next decade. Times were changing, and Pickford was much concerned with those changes.

Among aspects of football particularly open to alteration were the Laws by which its play was governed. Becoming Secretary of the Football Association in 1934, and a referee of international standard, Stanley Rous (later to become Sir Stanley) thought to try and improve codification of those Laws, modernise the phrasing. On being approached on the subject, Pickford’s response was immediate: “Don’t you dare tinker with **my** laws. Don’t dare alter the meaning of one of them.”

Progress towards change was careful and lengthy, but when made, proved to be lasting. As indeed did much that Pickford had himself accomplished.

ELEVEN

CHOSEN WORD

In many areas of William Pickford's life – professionally and vocationally – the use of words was all important. Often needing to be chosen and used with care and skill.

Such words could be in written or printed form. Often spoken, at formal or on social occasions. The word on paper, apart from the needs of occupation, could be seen in the truly considerable level of output under his name. Such output included some weight of material in the form of football-related reports, and the many published works on sport-connected and other topics. Of the spoken word, other than requirements arising in an official capacity, there was regular invitation for him to address gatherings as a speaker in his own right.

Through the volume of Pickford's written and printed word, there is much to be measured and assessed. Some of his published works in time came into the scarce category. With regard to that spoken, the "Bournemouth Daily Echo" in its appreciation on November the 7th 1938 remarked of William Pickford that "he never lost his directness of speech and characteristic Lancashire sense of humour." Credit was given for "his extreme candour. When he was called upon for an opinion he gave it with forthrightness and sincerity."

There is in "Recollections" something of particular interest concerning the young William's early learning. At scarcely ten years of age, the family moving from Lancashire to Bournemouth, he was "still little past the 'three R's.'" Much was gained from attending Lewisham Congregational School, which he was to describe as "a new world" to him. Of early memory, and possibly something that proved of later encouragement, an essay titled "Foot-Ball" while at Lewisham, gained full marks. He accepted a master's correction, however, that the game was very popular in the South of England, as well as throughout the North.

After his years at school, there was from September 1878, at the age of seventeen, the beginning of five years work in the "Bolton Evening News" office in Lancashire. There he began to know the part of football notes and match reports. For local matches, as he was to recall, he supplied "frequent short notices." He also posted in the firm's windows, large sheets of paper giving the Saturday afternoon football results as received by telegraph.

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Pickford was during his Bolton days persuaded by friends to attend a football match. In a September 1937 article for "The Star's" Football Supplement he revealed that "on the spot I fell in love with soccer." This love was strengthened by a background of admiration locally for the achievements of Blackburn teams, beginning with the Rovers as F.A. Cup runners-up in 1882, and Blackburn Olympic winners the following year. Public response to the game had made "Bolton Evening News" increasingly aware of the part that football reporting could play in people's newspaper reading habits.

This awareness of football journalism Pickford brought with him from Bolton to Bournemouth in the Autumn of 1883, when he came to work for the "Bournemouth Guardian", initially as a book-keeper who contributed local news items. Then from writing short reports of the Bournemouth area matches in which he played, after about November 1883 there was progression to a weekly "Guardian" column of local football notes with the heading "Under the Cross-bar." This was regarded as very much a novelty feature in any newspaper South-West of London.

Ever one of imaginative approach, there was from Pickford a "Guardian" article suggestion that led to a Meeting being held for the April 1884 formation of a South Hants and Dorset Football Association. From that historic occasion, the story of the later separate Hampshire and Dorset F.A.'s is widely known. Interestingly, a line drawing at the front of what is worded "Minutes of the South Hants & Dorset Football Association. Established April 26th 1884" has the initials "W.P." Ben Pickford (William's brother) of The Manse, Pokesdown, Bournemouth, became Hon. Secretary/Treasurer of the newly formed organisation, with William on the Committee. With William's known leaning towards rule and law, it seems likely that he would have made contribution towards the first "Rules of the Association", printed in the historic Handbook for 1884-5.

From the formation of Hampshire F.A. in April 1887, with William Pickford agreeing to act as Hon. Secretary, the duties of Hon. Treasurer being added after five months, the responsibilities that involved writing became many and heavy. Apart from correspondence (much of which is seen to be handwritten in pen and ink) there was a variety of reports and statements. The production of each season's Association Handbook was task enough in itself.

The taking up of refereeing in place of playing heightened Pickford's interest in that side of the game, leading to his writing for the Referees' Association a series of hints and suggestions for its use, "Common-sense in Refereeing." The series ended as such in 1897,

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and was reproduced in a number of football handbooks. There were also in later years, further steps in such writing directions.

His 1906 published "How to referee" also reflected Pickford's interest in that aspect of the game. This work, as with the four-volume "Association Football and the Men Who Made It," in co-authorship with Alfred Gibson, has been given due mention in earlier pages of this biography.

In addition to writings that appeared in book form, there was during the earlier years of the twentieth century, considerable other published output, something that had begun in the eighteen eighties. Paragraphs headed "Our Football Column" have handwritten note that, dating from December 1883, they are from the "Bournemouth Guardian", by W. Pickford, and "the first sporting/football gossip column in the South West of England." There was during the 1900s writing under the name of "Veteran" for a number of newspapers within the County, those including the "Bournemouth Observer", the "Southampton Football Echo" and the "Portsmouth Football Mail."

An especially valuable aspect of Pickford's work, over a number of decades, was his maintaining substantial scrapbooks containing cuttings of his newspaper columns. A series of pieces in the Portsmouth collection carries the heading "Veteran's Views", by W. Pickford. Interestingly, while the volumes with Alfred Gibson bear his Christian name William, virtually all other uses of the name appear with just the initial "W".

It was possible in his journalism, as with book publication, for Pickford to convey enthusiasm over a wide range of sports, as for gardening and other activities. He had while at Bolton joined the Leander Swimming Club. His liking for water sport grew when he came to Bournemouth for good. Pleasure was gained from joining the local Amateur Rowing Club, as with Bournemouth Swimming Club, this reflected in a 1910 published history titled "BSC". Characteristic of a William Pickford work, there is in "BSC" a richness of background and character portrayal. Intriguingly, also a telling of how, with a Mr H. Bazalgette (he used other people's initials rather more than first names) draft regulations were drawn up for a game of Handball that proved to embody most of those applied by the London Swimming Club to their own version of water polo. This even though Messrs. Bazalgette and Pickford had never played that game.

Of other sports to become part of Pickford's life on returning to Bournemouth in 1883, cycling gained a special place. As he was to write, "Being a journalist in what was then a country district a cycle was almost an essential." He also valued membership of what he

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regarded as “the somewhat exclusive companionship of the wheel.” He was in “Recollections” to write enthusiastically of organisations such as Bournemouth Bicycle, Tricycle and Social Club.

In addition to the degree to which words of William Pickford made their way into published form, there was also an appreciable extent to which, while written or printed, they came to be heard rather than read. This came to be increasingly so during the nineteen twenties. Such use of words tended to fall into one of three categories. There were the formal requirements of charring occasions such as meetings and interviews. A different kind of responsibility, as with receiving members of Royalty at F.A. Cup Finals, made certain conversational demands. Thirdly, there were the making-of-speeches needs that saw the words to be spoken put down in advance, writing or print.

Of formal spoken occasion, the Meeting of May the 31st 1920 to establish the Bournemouth Football Association was a characteristic example. The Minutes of that event state that “Mr W. Pickford explained the position of a local Association and mentioned that successful Associations were established at Southampton, Portsmouth, Aldershot, Isle of Wight.” William Pickford became the Bournemouth organisation’s first President, this having speech needs of its own.

Of Chairmanship experience, there were instances such as the April 1927 A.G.M. of the national F.A., when as the Senior Vice-President of that body, he presided in the illness absence of President Sir Charles Clegg.

“On duty” functions of a different kind, with a particular conversational element, were when attending to members of the Royal Family and other dignitaries, at events such as F.A. Cup Finals. At the 1927 Arsenal versus Cardiff City Final, the task of introducing the teams to King George V. On that afternoon, being with Lloyd George and Winston Churchill among others in after the match conversation of the Royal Box tea room.

Evident from his words, in writing or speech, something that gave William Pickford undoubted delight was being in the company of sports people. This was borne out by the frequency with which he attended and spoke at social functions. Gatherings such as the meetings of luncheon clubs and evening groups. Presentation events as when in December 1927 he handed proficiency swimming certificates to more than 300 boys and girls at Bournemouth Municipal College. There was the pleasure of a speech made at the May 1929 Lord Mayor of Portsmouth’s Dinner for the City’s F.A. Cup Final team. Reminiscence was a special Pickford use of words, as with his 1927 B.M Radio Station broadcast “Football in Wessex.”

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If effective use of words, in whatever form, had marked William Pickford's undertakings during the nineteen twenties, this was to prove even more so in the decade yet to be entered.

TWELVE THRIVING NINETEEN THIRTIES

Football in Britain, including that of Hampshire, entered the nineteen thirties on a high note, as did William Pickford. Although only a year or so away from marking his fifty years active in the game overall, there was no 1930 easing up. Among his range of other enthusiasms could also be listed swimming, rowing, walking, cycling, gardening and, for indoor measure — cigarette card collecting. All on top of his professional reporting and printing occupation, with the devoted duties of a husband and parent. He was a man of marked past achievement and future intention.

His spheres of activity ranged from participation at local and County level, to contribution at national and wider base. Of grass-roots awareness, the kind of situation to Hampshire F.A. knowledge, that of Titchfield Parish consideration. Its January 1930 receipt of complaints regarding the swearing emanating from players and spectators at football matches staged on the local Recreation Ground.

For more direct County F.A. Council dealing that month, a question raised from Portsmouth relating to fees payable to referees for matches postponed from the closing of public grounds at short notice. As Hon. Treasurer, with membership of the organisation's Emergency and Finance Committee, there would have been view that a referee was in these circumstances entitled to half match-fee and expenses, but if any reason to think a ground might be closed, every effort should be made to find out before travelling.

The Spring and early Summer months of 1930 were particularly active in Pickford football involvement. The first Saturday of April saw him at The Empire Stadium, Wembley for a 3p.m. kick-off to the England versus Scotland International. Having with Sir Charles Clegg, 79 years old President of the Football Association, received the Duke of Gloucester, pending lining up of the teams for presentation, Pickford chatted with the Duke about aspects of the afternoon's game-to-be. During play, among other guests to share Royal Box conversation were the British Prime Minister Mr Ramsay MacDonald; the Egyptian P.M. accompanied by members of his staff, together with Japanese, Italian, American and other delegates to the current Naval Conference.

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Of further Wembley attendance, Pickford was receiving, again with Sir Charles Clegg, at the 1930 F.A. Cup Final, both the Duke of York and King George V. In Pickford's "Recollections" there is telling that he had in 1926 been appointed, at the King's personal request, to join him at The Final, which he had done since then on several occasions. His Majesty, recovering from illness, travelled on that late April 1930 afternoon, from Windsor to Wembley, rather against the word of his medical advisers. He is reported to have fully enjoyed his stay during which he plied Mr Pickford, to his right in the Royal Box, with questions about the growth and popularity of soccer. On asking the Chancellor of Exchequer, Philip Snowden, seated nearby, how much the Chancellor received of the game's gate money, he was told "Five thousand pounds, Sir," in Entertainment Tax. "Lucky Man," said the King.

There is report that when a shot from Jackson of Huddersfield grazed the Arsenal crossbar, the King laughed at Mr Pickford's saying that it had been calculated that if the Chancellor put a tax of sixpence on every such shot that went over the bar in every soccer match played, the National Debt would soon be wiped out. Of spectators not to have paid entry fee or tax on that occasion would have been those on board the German airship "Graf Zeppelin". Newspaper comments reminded of the airship's wartime mission over London, and of crowd booing to greet this flight.

Of other Cup Competition progress towards a 1930 Final of interest to William Pickford, local at that, would have been of Bournemouth Gasworks Athletic F.C. to a place in the F.A. Amateur Cup Final. After a surprise Round One win over Wycombe Wanderers, there had been successes against Welton Rovers, Barnet, and Percy Main Amateurs before defeating Wimbledon in a semi-final attracting an attendance of some six thousand to Portsmouth. The Final at Upton Park, London drew a 12th of April 1930 crowd of 21,800 that saw Gasworks match holders Ilford one-each at halftime, only to finish 5 – 1 losers.

Of special note in the Pickford diary would have been the May 1930 evening presence at The Dell, for Southampton Boys at home to their Portsmouth counterparts for the Hampshire Schools Shield, a trophy of his own 1927–28 season giving initially. The winning Southampton lads having been presented with the Shield, then photographed with award and donor, the teams were entertained to dinner at the Barova, with Mr Pickford in the chair. Among the evening's speakers to compliment the boys on their playing earlier was Pickford's warm appreci-

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ation. One of the greatest joys of his life, he said, was to see how the true spirit of the game had developed among lads of the County.

Having much interest for William Pickford and others present at the dinner were speeches that carried comment of real significance for future young footballers. When new schools were at present times erected in an area largely occupied by houses, it was often not possible for local authorities to provide the schools with the playing grounds that would be wished. There was competition for space, those at the gathering were reminded. A cautionary note for the future; one to be taken on board.

Additional to his part in summer sports, land and water, as well as gardening, the footballing close seasons were for William Pickford, and others, becoming increasingly active as the game into the 1930s continued to expand. For Pickford, not only own identified responsibilities, but also a seeking of advice and help by those assuming office and undertaking duties.

The headlines "Hants F.A. Flourishing" and "Past Year One of Most Successful" in the "Southern Evening Echo" of June the 23rd 1930 conveyed something of the efforts of those closely concerned with the County's football season under review. High praise was accorded the Association's Secretary, Mr G.J. Eden, for all his endeavours on behalf of the organisation and its clubs.

Particularly within the William Pickford holding as Honorary Treasurer was the body's financial health. In the General Account statement, the season's credit of £630-2s-6d contributed towards an overall plus balance of £2,308. Concerning the Benevolent Fund which, the "Echo" said, "saw that players were not entirely debarred from necessities of life owing to injuries", there was £1,050.

At the Association's A.G.M., with presenting of this, its 43rd annual report, Mr Pickford was re-elected Honorary Treasurer. This post he had occupied since April the 13th 1887, from which date (until the 24th of May 1919) he had acted also as Hon. Secretary. As well as the 1930-31 office of Hon. Treasurer, as which he would attend Hants F.A. Council Meetings (ten had been arranged for the coming year) there was also required presence at Emergency & Financial Committee Meetings, and a serving on the Appeals Board.

Not many days after the Hampshire F.A. annual Meeting there was Pickford attendance at Bournemouth F.A.'s 1930 A.G.M., its tenth, held at the town's Y.M.C.A. The recent local season had been overall successful. The shortage of grounds experienced in recent years had to a welcome extent been alleviated by the local Parks Superintendent, Mr. W. Felstead. For his part at the Meeting, Mr Pickford moved the

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re-election of Alf Spranklen as the organisation's President, praising "his enthusiasm and interest in the work of the Association", towards which his generosity "had been very marked."

The wider world footballing scene would have been much in William Pickford's thoughts during the earlier months of the year, 1930, in that he was named to preside over the Annual Meeting of the International Football Association Board. This is to be held on Saturday June the 14th 1930 at Bournemouth's Royal Exeter Hotel.

Regarding the choice of Bournemouth "as the venue of one of the most important meetings of the year in connection with football," the "Southern Daily Echo" stated that this was really "out of compliment" to Mr W. Pickford, "the doyen of football in Hampshire," and senior Vice-President of the English F.A., who would preside. Much of the occasion's business to be conducted would concern some proposed alterations to the playing Laws of the game, known well to be a Pickford subject speciality.

Among the several listed Law changes was that affecting the positioning of goalkeeper when a penalty kick was being taken. Further, a recommendation concerning International matches proposed that substitutes be allowed in place of injured players. This, providing the game was not being played under Rules of a competition, and that arrangements had been made before the start. An Irish F.A. corollary to the Law relating to a foul-throw incurred some wording. The Welsh F.A. also had a point of view. From the Scottish F.A. came a request for an added footnote to Law 13 determining the positioning of a referee.

Some of the proceedings in respect of Laws and of likely complex debate, were scheduled to be considered "in private." This was stated to help reach "an amicable arrangement between bodies concerned." Overall, there was need to consider the wishes of some range of representative, with F.I.F.A. attenders those nominated at its Budapest Conference. An occasion surely to require the well-known Pickford chairmanship skills in full.

Apart from the business concerns of that June 1930 Bournemouth gathering, there were social features. On the Meeting day, a luncheon at the Hotel, for delegates and their ladies, given by the home Football Association. Afternoon tea that day, by invitation of Mr & Mrs Pickford at their Mount Pleasant, Pokesdown home, not that far distant. Planned for the Sunday was a motor drive through countryside associated with the fictional Wessex of Dorset author Thomas Hardy. Lunch venue was Weymouth's Royal Hotel, with tea at Shaftesbury.

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In addition to footballing issues arising at County F.A. and above during the summer, there was much at Hampshire club level of Pickford interest. One such concern, that of professionalism, was coming for discussion at a number of places. At New Milton F.C.'s July 1930 A.G.M., after considerable debate, a vote decided almost unanimously that the club should turn professional, with a Supporters' Club formed to fund the undertaking. In Pickford's 1938 "Recollections" is his statement that "pages could be written, of course, about the ethics of professionalism in sport," as indeed pages were devoted in those reminiscences.

Hampshire Football Association greeted season 1930-31 with a particularly full Handbook, very much the work of its Secretary, Jack Eden, with William Pickford continuing to contribute substantially. The publication of almost 200 compactly filled pages, each 6 inches by 4 inches, contained a wealth of background and active information. Among the contents were profile articles; lists of officers and match officials; club details — past history and present features.

The Handbook's listing of forthcoming Hampshire League fixtures had an implication arising from a matter before the County F.A. Council's August 1930 Meeting. Considering a letter from Southampton Federation of the Church of England Men's Society seeking support for the Federation's efforts to stop the playing of football on Good Friday, the Council had regarded this as impossible to enforce, endorsing a previously declared view. No player should, however, be compelled to play on a Good Friday, or on Christmas Day for that matter.

The 1930-31 Handbook contained a feature headed "The Common-Sense of Refereeing, By W. Pickford (Reprinted from the 1897-98 Handbook)." It was understood from Jack Eden that copies of the Handbook were distributed all over the world, from which the Pickford refereeing article would probably appear in the India F.A. Handbook, permission having been granted for it to be reprinted there.

From world wide recognition, August 1930 appreciation was also accorded nearer home when there was a William Pickford after-dinner talk to members of the Wiltshire F.A. Council at their Gervis Hall, Bournemouth gathering. The Council Members had met for what was a work/play occasion, with Pickford in a sense part of both. In his speech he is reported as saying that the position he occupied in football at times frightened him. "He had a great deal to tackle sometimes and many things to keep an eye upon." Regarding professionalism, it

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was he said, “the salt of the game; they could not stop it if they would, therefore they must make the best of it.”

With regard to professionalism and other issues, the year of 1931 was from its early weeks to prove for William Pickford, as for others, one of continuing to create football history. There would for some while in advance be involvement in preparations for the England versus Wales Amateur International to be played mid-February 1931 at Boscombe’s Dean Court ground. This was announced as the first International match to be staged in Bournemouth, and the first Amateur International to be played in Hampshire. It was reported as unusual, if not unique, for a club in only its eighth Football League season to be selected as venue for such a fixture. The local “Gazette” regarded this as “undoubtedly influenced” by the Pickford Bournemouth connection.

The Amateur International match itself was preceded by a Saturday luncheon for players, representatives and guests at the Highcliffe Hotel, Bournemouth’s West Cliff, where the England team had made its Headquarters the previous day. At the luncheon, in the absence of F.A. President Sir Charles Clegg, his senior Vice-President William Pickford presided over a gathering that included, as well as a wide present-day footballing attendance, many former colleagues and playing friends of his. Played in brilliant sunshine before a Dean Court crowd of around nine thousand, the game resulted in a convincing 5 – 0 win for England’s amateurs over those of Wales.

Not many days after the Dean Court date, footballing history of another kind was made. Showing in newspapers was what was described as being “The first picture ever taken of the draw for the Football Association Cup.” Facing the camera and set for action were a named three. Centrally and looking at one of the numbered balls to represent one of the sixteen teams left in the competition was the F.A. President, Sir Charles Clegg. On his right was Sir Frederick Wall, Secretary of the Association since 1895; to the left, William Pickford.

Description of the drawmaking ceremony tells of the balls, numbered 1 to 16, being placed in “The Hat”, a large green bag, which is then given a ritual shake before its contents are used to make the F.A. Cup’s fifth round draw. The Secretary has a typewritten list of the clubs remaining in the competition, each club having an identifying number. This identifies a club, to play at home. Vice-President Pickford then takes out a ball, this telling the away club of the couple. This process is repeated until the eight pairings for the F.A. Cup Round Five are complete.

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The 1931 Cup Final itself had its own features, among which was that in addition to winning the Cup, beating fellow Midlanders Birmingham 2 – 1, West Bromwich Albion, known as “the team of the boys”, also that season gained promotion to the League’s First Division. The by-now Wembley crowd of around 92,500, on this occasion paid gate money of £23,366. A heavy downpour of rain on the Saturday morning prevented the King from attending during the afternoon. William Pickford was among those to provide Royal Box company for the Duke of Gloucester, who made comments to Pickford, including that considering the state of the ground and fierceness of struggle, it was gratifying that there were only half a dozen free kicks awarded for fouls. Also among the guests was the Bishop of Buckingham, who in his younger days had during undergraduate vacation played in a same Bournemouth F.C. team as Pickford.

Autumn 1931 was special to William Pickford in that he celebrated fifty years of active involvement with the game of football. The “Bournemouth Daily Echo” on the 10th of September 1931, through its columnist “Beverley”, told of what the article’s headlines termed “Mr. W. Pickford’s Jubilee”, his “Wit and Humour in a Talk to Bournemouth Referees.”

“Beverley” wrote of “a thoroughly entertaining evening” throughout which “the spotlight was focussed on the narrator of as interesting a tale about football as could possibly be imagined.” This at a monthly meeting of the Bournemouth Referees’ Society, held at the town’s Portman Hotel. “Beverley” told that Mr Pickford “spoke for getting on for two hours without a note and had he gone on all night his fund of reminiscences would not have been exhausted.”

While he may not, as reported, have needed notes for his talk to Bournemouth referees, Pickford’s holdings were certainly much valued for the help they provided in unusual circumstances of around that time. From a distressing fire at the home of Dorset County F.A. Secretary, Mr W.H. Saunders, much of the early documentation of that organisation, from its 1887 formation, had been destroyed. From his exceptionally full personal collection of relevant material, William Pickford was able to make good a large part of the loss. Dorset F.A.’s President Mark Frowde, a long-term close friend of Pickford, made due acknowledgement of all that had been done in this respect.

The knowledge gained from his richness of holdings, added to that of his own considerable experience, was invaluable to the kind of detailed talk as given by Pickford in his November 1931 visit to Southampton Football Association at their Bridge Tavern Headquarters. The news-

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paper report of that occasion gave not only a summary of the talk's absorbing contents, but also comment on the speaker's style and skill.

"Mr Pickford has a free-and-easy conversational style, and did not lecture, but gave a very human and fascinating account of half a century of football." "The Chairman commented that Mr Pickford's name was a household one in England and Continental football circles. He was primarily responsible for the laws of the game, and had done a tremendous amount of work in the interests of sport."

Further, the report of his Southampton F.A. talk, gave mention to some of the pieces of football history that Pickford shared with his audience. At its 1887 coming into being from the South Hants & Dorset F.A., Hampshire Football Association was probably the only instance of such an organisation being formed at a meeting outside the County of which it was to be the controlling authority.

Also concerning Hampshire F.A., Mr Pickford told of a number of features for which the County could claim to be among the first to introduce. These included forming a County League, organising a six-a-side competition, establishing a Benevolent Fund, formulating rules for competitions, and starting an official list of referees. On the subject of refereeing, there was Pickford mention of the days when some referees went on to the ground with a rule book in hand, to consult as might be necessary during the game.

From that rate and nature of occasion at which William Pickford gave public speech during 1932, he continued to be in demand for such purpose. An occasion early in the year was at a gathering of more than a hundred sportsmen for a Dinner and Presentation Evening to honour Norman Clinton's 20 years as President of Hampshire Football Association. At this event, Pickford was a main participant and speaker.

The actual presentation, towards which more than £100 had been subscribed, was of a silver tray and coffee service, the tray carrying the signatures of all Councillors of Hampshire F.A., duly engraved. To Mrs Clinton was gifted a fitted dressing case. In making the presentation, William Pickford delivered a speech that was deep in appreciation of all that Mr Clinton had contributed as a leading football legislator. In addition to words from Norman Clinton himself, others to speak included Arnold Tebbutt, George Muir and Sir Russell Bencraft, each a considerable figure in Hampshire sport.

Presentation of a different kind came at the April 1932 Wembley F.A. Cup Final, when Pickford was with those who accompanied King George V in the pre-kick off introduction on the pitch, to the Newcastle and Arsenal players. Apart from the customary conver-

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sation of Pickford and others with the King during the game, there was from that afternoon's play a moment to be of long lasting debate. Concerning Newcastle's first goal in their 2 – 1 win, film from British Movietone News was used to support opinion that the scoring should not have been allowed. There was claimed evidence that the ball had been over a dead ball line at a crucial moment.

The disputed Cup Final goal featured in a wide ranging talk that Pickford gave to members of Bournemouth's Round Table Number 5 at its May 1932 Meeting. Underlining his own firm beliefs in the importance of sportsmanship, he praised the attitude of the Arsenal captain Tom Parker, with regard to the goal in question. Urged by his team mates to challenge the referee's decision, Parker had, Pickford related, "unhesitatingly told them to respect it." In concluding his talk, there was Pickford mention that this year's April Cup Final was the 42nd he had attended.

The Pickford part in encouraging the survival and growth of football in a place of particular need was emphasised in a "Poole Herald" July 1932 account of a talk given to members of Poole Rotary Club. For some weeks past, the report stated, there had been anxiety concerning the town's football club, a concern eased only recently by the Borough Council's consent regarding use of the Wimborne-Road Recreation Ground. It was felt, the newspaper stated, that "Mr Pickford's visits should go a long way towards creating greater interest in the national game among the business and professional men of the town."

Other local reaction came from Pickford's contribution towards the "Bournemouth Daily Echo's" "Shilling Fund" in aid of Bournemouth & Boscombe Football Club. There was August 1932 "Echo" appreciation of two donations, each of one hundred shillings. Messrs. Beales and Bealesons of Bournemouth were named as one of the donors. The other was listed as "Mr. W. Pickford, the senior Vice-President of the Football Association, and a leading authority of the game, whose work for 'soccer' is world-wide."

It had been stated regularly of William Pickford that his concern for football was as deeply expressed at local levels as on the wider national to international scene. His local commitment, as with broader involvement, was to continue fully, increasingly in some instances, into the middle and later nineteen thirties.

THIRTEEN SEASONS OF JUBILEE

Among his qualities of character, William Pickford had a particularly keen sense of history. This included both an awareness of the past, with occasions worthy of commemoration, and the opportunity to create, or help create a future. There can hardly have been a year more apt for him personally than 1933 proved in such respects. The beginning, in effect, to something of a series of jubilee seasons.

Early on the jubilee scene was an invitation for Mr W. Pickford, as Senior Vice-President of the English F.A., to represent that body at the Jubilee Celebrations in Glasgow of the Scottish Football Association. The "Daily Record and Mail" on the 14th of March 1933 told of, and pictured, the previous evening's Jubilee Dinner at Glasgow's "The Grosvenor." The organisation had been formed at a Meeting held at Dewar's Hotel, Glasgow on March the 13th 1873, on which occasion the Scottish Cup also came into being.

Cup Finals were for William Pickford, as for others, always special occasions, each with individual features. At that of late April 1933, Wembley Spectators were witness to footballing history being made. F.A. Cup Finalists, Everton and Manchester City, wore shirt numbered from 1 to 22, the first time this had happened.

Although the April afternoon was fine and sunny at Wembley itself, rain was falling so heavily at Windsor that the King had been advised not to attend the Final. In his place, were the Duke and Duchess of York, who were received by Sir Charles Clegg and William Pickford. In conversation with the Duchess, there was Pickford hope expressed that Princess Elizabeth might also be brought on the next occasion; he believed that she would enjoy such a visit. The Duchess agreed to consider, saying "I am sure she would love it." William's acquaintance with Royalty was at times extended to his wife also, when both attended an annual Royal Garden Party held at Buckingham Palace.

Sharing with others what were his Jubilee recollections of introduction to the School for the Sons of Congregational Ministers at Lewisham in Kent, Pickford wrote colourfully of his 1873 joining. It was in 1933 almost sixty years since entering the school's front door and being interviewed by "the terrible Head." His first companion had been Ashberry, "a worm" about his own size. "All went well until a certain blackheaded pirate called Bernard Kettle arrived," and hit Pickford on

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top of the head with the heaviest book he could find. They remained friends ever since.

From reflecting on a school scene distant past, there came Pickford involvement with a schools issue immediately present. In the absence of F.A. President, Sir Charles Clegg, Pickford presided over a January 1933 meeting in London, held to resolve differences that had arisen in the schools football situation. In attendance were representatives of the English Schools Football Association, Hampshire F.A. and the Middlesex F.A. The points at debate were, after much discussion, resolved by decision that the Schools F.A. "is bound by the rules, regulations and by-laws of the Football Association where applicable."

The outcome of this gathering, as with much other football history of William Pickford's time, is made available to later generations through an extensive series of scrapbooks — newspaper cuttings, correspondence and other material — together with a sequence of notebooks, that Pickford maintained over a period of years. This collection of memorabilia, was the subject of descriptive comment in the "Sports Gossip" feature of the "Bournemouth Daily Echo" on Saturday the 30th September 1933. The "Echo" offered what was in essence an appreciation of Mr Pickford's achievements in a number of directions.

"Sports Gossip" relates that "Fifty years ago to-day, Mr. W. Pickford, of Bournemouth, whose work for football is world-wide, joined the Bournemouth Football Club and played in a trial match at Dean Park. He has remained a member of the club ever since, and is, therefore, celebrating a notable anniversary to-day."

"When he came to Bournemouth he joined the staff of the now defunct 'Bournemouth Guardian,' and his great keenness for the game prompted him to write about the local games of the early eighties for his paper. The 'Guardian' thus became the first weekly paper in the South of England to publish football notes."

The writer of "Sports Gossip" had before him or her, while writing, "Mr Pickford's first 'scrap-book.' It is a pocket notebook, no more than 4 $\frac{1}{2}$ inches by 2 $\frac{3}{4}$ inches in size, in it neatly pasted cuttings of Pickford's first football notes for the "Guardian."

The "Sports Gossip" appreciation summarises by stating that "Between 1883 and 1933, Mr. Pickford's activities in the world of Soccer have been multitudinous; in fact, a list of offices he has held would probably fill one of these columns. He is best known generally of course as the Senior Vice-President of the F.A. and locally for his work for the Hampshire F.A. and Bournemouth F.A."

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It gave William Pickford much pleasure to recall the anniversaries of having in 1883 joined both the "Bournemouth Guardian" newspaper and Bournemouth Rovers Football Club, about both of whom he was to write. A 1933 review spoke favourably of "Our Jubilee", which it described as "a little booklet just issued by Mr. William Pickford, Managing Director of the Bournemouth Guardian, Ltd., to commemorate the jubilee of the firm." The review tells that the book "outlines the progress of the paper, its vicissitudes and ultimate cessation of 1928, and has numerous anecdotes about members of the staff."

Of further experience to come William Pickford's way, January 1934 brought an invitation to fill a vacancy on the Football League's Appeals Committee. As he was to remark in his 1938 "Recollections", he had at no time been directly officially associated with the League, except for a position on its Appeals Committee, though he had "known personally every member of its Management Committee and a large number of other Leaders in its organisation."

The month of January 1934 saw Pickford humour in good form, replying in the local press to a letter from Mr. E.E. Ramsay inviting him to a meeting to be held at the Gervis Hall. "The idea is very alluring.

There are many of my contemporaries — getting venerable, most of them, I fear — who I should like to meet again.

There is the chap who gave me a riotous black eye at Wimborne in 1884, and the referee who disallowed the first two goals I ever scored in a 'soccer' match, in 1880. If I didn't know the offside rule, it is certain he didn't ! Still, we might discuss it; and a word or two, perhaps, who allowed me a goal against Sussex when the ball went at least ten feet over the bar."

"So while I am still interested, this is a movement that I think must be tackled by the younger generation. I wish you success and fine myself 10/- towards the expenses for my absence."

A number of Cup Competitions, within Hampshire and Dorset as well as nationally, were of particular 1934 interest to Pickford. During March he was in a group that included Sir Frederick Wall (Secretary to the Football Association from 1895 to 1934), given by Arthur Elvin, Managing Director of Wembley Stadium, a formal inspection of the intended Cup Final pitch. Each of those shown in a newspaper photograph wore full-length overcoat and formal headgear; Mr

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Pickford with well grown moustache and beard, not alone in that respect.

There was special Hampshire interest in the 1934 Cup Final, Portsmouth 2 – 1 losers to Manchester City. Portsmouth received more than 30,000 applications for tickets, with an allocation of 7,500. Tickets in places sold at three times their legitimate price. Eight excursion trains travelled from Portsmouth to Wembley. The overall attendance of 93,258 paid £24,950, from which Portsmouth F.C., was sent a cheque for £5,081-6s-11d.

Apart from its claim to the affections of club supporters, that April 1934 Final has other places in football history. Frank Swift, 19 years old goal keeper for the winners, devotes a chapter of his “Football from the goalmouth” to telling “Why I fainted” at the concluding whistle, as he reached in the goal net for his cap and gloves. Of more direct interest to William Pickford, the match referee, Stanley Rous, would within days be interviewed by Pickford as a member of the Committee considering Rous for the post of Football Association Secretary.

William Pickford, very much lover of a sporting anecdote, might particularly have enjoyed the telling of one in which he has a part. On his way in April 1934 to referee the Welsh Cup Final, Stanley Rous when at Ross-On-Wye happened to see in the “Daily News” an advert for the post of Secretary to the F.A., salary £800 per annum, for which he decided to apply. In due course, after the recent refereeing of the Welsh Final, the F.A. Cup Final, and a Belgium versus Holland International, Rous attended Football Association Headquarters in London for a Friday interview.

Of his rival candidates, one was the Fulham Secretary, whom he recognised, another a man unknown to him, who was wearing lavender gloves and a high-wing collar. The occasion is related in Sir Stanley Rous’s autobiography “Football Worlds: a Lifetime in Sport” (Faber and Faber, 1978). Regarding himself as having little hope of gaining the position, Rous was determined to be relaxed, and was not overawed by the interviewing Board, each of whom he had previously met as Referee’s Secretary to the Isthmian League, and as a member of the Hertfordshire F.A. Council. Even so, the opening remarks of William Pickford from the Chair, concerning the President, Sir Charles Clegg, hardly put him at ease.

Rous was told by Pickford: “The President is deaf and unlikely to hear your answers, but may ask you questions. Direct your replies to me, but don’t shout as I have a heart condition and must not be upset.” By good fortune, Rous relates, the Headmaster at the Watford

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Grammar School where Rous began his 13 years' teaching career allowed him to teach games once a week at a private Deaf and Dumb School nearby in Bushey, so that Rous learned both to read lips and to make himself intelligible to those who needed to read his lips.

At the interview, candidate Rous was suddenly asked by Sir Charles if he had any questions. Framing his words carefully, Rous asked, "Is the post pensionable?" Sir Charles at once answered, "Your predecessor was well rewarded for his services." To this response, Rous replied, "My predecessor, Sir? Am I appointed then?" To this Sir Charles advised, "Not so fast, young man, that was a slip of the tongue."

In "Football Worlds," Stanley Rous reveals that two years after the F.A. interview, at which he was successful, a lady at London Airport introduced herself to him as Sir Charles Clegg's sister. She told Stanley of Sir Charles having come home from the interview and telling her of the appointment of a new Secretary that day—

'A nice young fellow who was the only one of the candidates who could converse with me.' As Rous was to admit in "Football Worlds", — "I had not realised that lip-reading would be the key qualification in winning the post of Secretary to the Football Association."

Sir Stanley Rous in "Football Worlds", some twenty years after Pickford leaving the scene, had a number of references to the senior man, with thoughts concerning the Laws of Football and the words in which they were conveyed by Pickford and his contemporaries in their earlier days. During his initial period in the office of Secretary at the Football Association, Rous drew on his own past experience to try and improve on what he termed "the codification of football's laws." As a referee, he considered that he "knew some of the problems of learning and interpreting laws which were set out in such a way that they appeared complex and disjointed."

Of seeking to make changes, Rous in a chapter headed "The Laws and I" writes of some resistance met. We read "It was necessary to tread as warily as Agag in putting forward my suggestions for revision. For my Vice President, William Pickford, regarded himself as the supreme arbiter on the laws." A prolific writer on the game, and with Alfred Gibson author of a four-volume major reference work, "Football — and the men who made it," but Pickford did not readily appreciate, Rous contended, "that there is a difference between the style required of an author — and flowery writing was the vogue then — and that needed to draft regulations for which brevity, clarity, and order are the main requirements."

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When the need was put to Pickford, his reply was to the point: "Don't you dare tinker with **my** laws. Don't dare alter the meaning of one of them." There had been no Rous intention to alter the Laws, "merely to set them out more intelligibly" he stated. Towards this end, lengthy work proceeded.

If seeming in opposition to Pickford in certain respects, there is certainly Rous "Football Worlds" full credit paid in others. From a Pickford radio broadcast in 1927, on the control and organisation of Association Football in the country, Rous considered that listener pleasure gained "ensured that regular broadcasting of football soon followed."

It was often said of William Pickford that to whatever heights in the game he rose in the land, he remained as devoted to that at local levels as in his earliest seasons. In attendance with Mrs Pickford at the Bournemouth & District F.A.'s June 1934 annual Presentation Evening, he was able to convey his appreciation of the presence of keen young sportsmen from a wide area. Among these, those from Pennington St. Mark's were unbeaten among sixty six League Clubs. When he proposed a toast to "Soccer Forever", the words were from a man with some fifty years in the sport, both within and far beyond the Bournemouth community.

The "Bournemouth Times" in September 1934 featured an article telling of Bournemouth F.C. embarking on its Diamond Jubilee Season. Founder member (1875-76), Life member, President for a 45 year spell, and still on the scene, was Alderman Jack Nethercoate, J.P., about whom Pickford wrote warmly. The two feature side by side in a team group of the late 1880's, a copy of which photograph accompanied that 1934 newspaper text, in which there is a relating of how Pickford, "coming from Bolton, introduced passing and heading to Bournemouth." Credit is also given to the Pickford considerable part in Hampshire, Dorset and national football history.

As if a reminder to area sports followers that he was not concerned solely with football, William Pickford concluded 1934 with a December newspaper article headed "The Old Swimming Bath." The piece was credited as being "contributed by Mr. W. Pickford, the first captain of the Bournemouth Swimming Club, who is well known for his many sporting interests."

The feature begins by declaring "How time flies! Here they are dismantling the old Bournemouth swimming bath. It is nearly 47 years since the opening day and yet it only seems a little time ago when Mr. A.H. Milledge, who passed away not long ago, and his partner, Mr. A. Roberts, had the

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pluck to begin this enterprise, it was the first of its kind in the South-West.”

The Football Association met January 1935 in a manner that was briefly dramatic for those concerned most closely, William Pickford among them, and which could in its own way have become unforgettable. Arrangements had been made with the B.B.C. that the draw for the next Round of the F.A. Cup might be broadcast live. Prior to the happening, Pickford was in a B.B.C. studio ante-room, discussing the procedures with members of staff, when Stanley Rous, not long into his post as F.A. Secretary, came in with an urgent message. Sir Charles Clegg, to carry out the ceremony, had while putting the numbered red balls into the bag from which they were to be drawn in turn, dropped one of them.

With the world’s radios keyed to broadcast the event, there was for a moment something of B.B.C. high anxiety. Fortunately, the stray ball was retrieved just in time. Happily so, for a while several possible ways of meeting the situation had flashed through Pickford’s mind, there was also his awareness, as stated in “Recollections”, — “if there is one thing sacrosanct and without juggling it is the Cup Draw.”

If January of 1935 met concern with a Cup Competition of the immediate future, the following month saw reflection on one from the distant past. Something that a local press report headlined as “A Fifty-Year-Old Argument.” Late February 1935 told of a year or two earlier when “a couple of elderly sportsmen – in their seventies, at any rate – met unexpectedly in a Bournemouth tram car.” One of the pair was Mr. Francis A. Johns, a former Ringwood solicitor. The other was Mr. William Pickford. After mutual recognition and some introductory conversation, there was the embarking upon a debate familiar to them, one that ended, as on all occasions when it took place, with the two men parting the best of friends.

The background to debate was a football match of the 28th February 1885, in which the two then young men had taken part, on opposite sides. The contest was a first-ever Final Tie, for a newly created South Hants & Dorset F.A. Challenge Cup. The competition had been introduced by the joint Counties organisation, itself set up for the 1884-85 season, with William Pickford and brother, Brian, themselves considerably involved.

Clubs entering for the Cup, which cost £20, were Wimborne, Blandford, Portland, Fordingbridge Turks, Ringwood Hornets, and Bournemouth Rovers. The last two reached the Final, played at Wimborne on that February 1885 date, before an encouraging number of spectators lining the pitch surrounds. Also heartening to the

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infant organising authority would have been the commitment of the finalists each towards achieving success. Ringwood Hornets included two players from London, while the Bournemouth team brought down a pair from Scotland who travelled to play at their own expense.

The February 1935 reported memories of Johns and Pickford provide some interesting observations. The Rovers had a parson and a parson-to-be at full back. In the forward line with Pickford was Hubert Heron, five times an England International and later a wine merchant in Bournemouth. Of the Ringwood backs, Johns was solid and dependable, while "Farmer" White has been described as "more of the Joe Beckett type."

The pitch for that Final had no goal nets or marked penalty area. The 1935 look-back told that each side in 1885 had "provided an umpire, and as they generally disagreed, a referee was fetched from Reading." That referee played a key part in the issue of debate between Messrs. Johns and Pickford. The lone goal, by which the 1885 Bournemouth team had won, had come when the team's winger, Frank Powell, beat Johns, the Ringwood back, and centred the ball for Pickford to score. Johns appealed for offside against Powell, but the referee ruled against the appeal. At the tram car re-union, as related in 1935, Francis Johns insisted that the goal had come from an offside situation. It had, however, been allowed and then won for the young Pickford his first silver medal.

The Spring and early Summer months of 1935 were a period of heightened activity for William Pickford, with preparations for Jubilees part of the action. There was presiding over a March 1935 meeting at London's Hotel Metropole at which sportsmen representative of almost every athletic pursuit in the United Kingdom met to discuss how they might best celebrate the King's Silver Jubilee. This was to be by way of raising funds for a scheme recently outlined by the Prince of Wales, that of a King George V Jubilee Trust. A purpose of the Trust was to help provide games-playing facilities for the less fortunate members of the community.

To take the meeting's project forward, a council formed was to be known as the British Sports and Games Association. Special sporting functions were to be arranged, for staging at venues such as Wembley Stadium and White City.

Of the current football programme, dated the 2nd of April 1935, from the Lord Provost of Glasgow came invitation requesting "the pleasure of the company of Mr. W. Pickford at Luncheon in the City Chambers, Glasgow on Saturday, 6th April 1935, at 1.15p.m., prior to the International football match at Hampden Park." There would also

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be “the honour of meeting his Royal Highness the Duke of York.” On the day itself, there was also for the Scots, pleasures of a 2 – 0 win.

A few days prior to the Hampden Park occasion there was for Pickford, visit of a different kind to be made. To Wembley Stadium, as part of a small group inspecting the pitch to be used for the F.A. Cup Final towards the end of that April 1935. There is a daily newspaper report of one man (William Pickford) saying to another (F.A. Secretary, Stanley Rous), “Where’s the ball? Come on!” An accompanying “action” photograph shows the two men, fully clothed and wearing overcoats, on the Wembley turf, actively passing a football one to the other, on the move. At the 1935 Cup Final, Sheffield Wednesday defeated West Bromwich Albion 4 – 2, before the now customary Wembley crowd of around ninety-three thousand.

May of 1935 was particularly active for Pickford’s football involvement. Early in the month there was newspaper account of Schools competition for the Pickford Shield preceding a playing for the Hampshire Professional Cup, Portsmouth 1 – 0 winners against Bournemouth, before a crowd of almost 6,000 at Dean Court.

A few days later there was an appreciably smaller attendance (2,215) at Fratton Park to see home club Portsmouth’s one-nil win over Southampton for what Portsmouth “Evening News” described as a Pickford Cup and Rowland Hospital Cup. Elsewhere, a competition in recent seasons a bringing-together of two former trophies, was also named as being played for Hants Benevolent/Rowland Hospital Cups. This would in any case have been of close interest to Pickford, for many years much concerned with the Hampshire F.A.’s Benevolent Fund organisation.

The 2004 publication, “Saints v Pompey: a History of Unrelenting Rivalry,” authorship of Dave Juson with Clay Aldworth, Barry Bendel, David Bull and Gary Chalk (Hagiology Publishing, in association with Southampton F.C. and the “Daily Echo”) in its informative pages gives fascinating background to the competitions that led to the 1935 situation. The inter-club contests, in aid of some variety of causes, dated from the Southern Charity Cup (1903 until 1909), the Hants Benevolent Cup (from November 1905), and the Rowland Hospital Cup, from mid-April 1923.

“Saints v Pompey” makes a number of references to William Pickford, including mention of the Rowland Hospital Cup as a “new trophy, exclusive to the two clubs: a 100-guinea cup presented by Mr. J.T. Rowland, to be played for, like the Pickford Cup, once a season to raise money — in this case for the hospitals of Portsmouth and Southampton.”

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With attendances at two competitions dwindling over the years, on the 3rd of May 1933 had come an amalgamation of what was headed "Hants Benevolent /Rowland Hospital Cups." "Saints v Pompey" tells that "the fans were now being offered two Cups for the price of one: the Benevolent and Rowland Charities would share the proceeds."

There were in fact to be only two further such games played, in early May of 1934 and 1935. Playing of a Hants Benevolent Cup Match late April 1936 (Southampton 1, Portsmouth 2) attracted an attendance to The Dell of "only 1,000." Interest was clearly declining, and this proved to be the last local "charity game" to be played between the two clubs.

Recipients of a range of awards were some of those attending the late May 1935 Annual Social and Presentation Evening of Bournemouth F.A. William Pickford, a speaker (as on past occasions) at the event, commented on the Association's growth since its May 1920 formation. At that inaugural date, a Meeting convened by Pickford, as Hon. Treasurer of Hants F.A., there had been 36 affiliated clubs, with 1,381 players. In 1935, 75 clubs had 2,482 players. Season 1934-35 had seen 724 Bournemouth F.A. fixtures played, with only one unfilled.

On that May 1935 evening, Pickford was able to name in addition to himself, six other original Council members still in office, — Messrs J.W. Haxell, E.A. Hockey, H.P.T. Hockey, G. Keene, H. Yeatman and A.H. Kitcher.

There was further 1935 William Pickford voice on Bournemouth area football history. Bournemouth F.C. ("The Poppies") was understood to be nearing its Diamond Jubilee. Various dates had at times been put forward as its year of origin. The club had been formed as Bournemouth Rovers, for a while become known as Dean Park, then after an amalgamation with The Arabs taken the name of Bournemouth. This apart from Bournemouth & Boscombe Athletic, founded in 1899 as Boscombe F.C.

Pickford, as stated in his "Recollections," from his long personal association (since 1883) had settled on 1875 as a Bournemouth F.C. beginning, which was accepted widely enough, with 1935 as a Jubilee year.

Other landmarks of 1935 had a special place in the extensive scrap-books maintained by William Pickford. In connection with The International Football Association Board Congress held at Shanklin, Isle of Wight, a formal menu for the Luncheon given by The Football Association of Great Britain, at Daish's Hotel on the 8th of June, carried names of "The Company" attending. Heading the list were Mr &

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Mrs Pickford. Among "Other Guests" were "Dr. & Mrs R.W. Pickford", presumably, with his wife, Dr. Ralph Pickford, son of William and Evelyn.

Also, with some pride of place in the scrapbook, is a Post Office Telegram, bearing an office stamp printed "Shanklin / 8 Jun / 35." The place of origin is "OHMS Buckingham Palace". Addressed to "Chairman Annual Congress International Football Association Board Daishs Hotel Shanklin", the text tells that "I am commanded to thank the members of the International Football Association assembled for their annual Congress for their loyal congratulations on the King's Silver Jubilee which His Majesty has received with much appreciation. Private Secretary."

With no footballing close season for William Pickford, Hampshire F.A.'s early July 1935, Saturday afternoon A.G.M. at the Above Bar offices of Southampton Gaslight and Coke Company saw him active in his role of Honorary Treasurer. Presenting financial accounts that he regarded as "extraordinarily satisfactory," he was able to state that "The surplus — £2,552 — in favour of the Association is a remarkable sum." He did not know that any other County Association had such a favourable surplus as Hampshire.

From the overall monetary health, there was turning to particular consideration of the Benevolent Fund. Here there was Treasurer Pickford opinion that, although there had been suggestions that it should be run on a contributory basis, the Fund should never be run on anything but voluntary lines. The "Southern Daily Echo" 8th of July 1935 report stated that "It will be voluntary," he emphasised, 'so long as I have anything to do with the fund,' "

There was Pickford statement that in all the years the Fund had been in existence, it had never been "short of money", except once. "The position we have always taken,' he said, 'is that long as we have money, we will not consider whether a sufferer from a football accident has, or has not contributed to the fund. We will consider the necessities of his case and act on that alone.'"

Ready to share his memories of the past with others, there was for the "Bournemouth Times and Directory" of July the 5th 1935 Pickford recollections of his Pokesdown childhood days, from the time in 1871 when his father, the Reverend Elijah Pickford, became the first resident of Pokesdown Congregational Church. Of other 1935 recall, there was colourful account of football fifty years earlier.

"In those days the game was played under very casual conditions. A tape tied across the goalposts that sagged in the air represented the bar. You threw the ball in from touch

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with one hand. The umpires (now linesmen) were the judges. The referee only acted when they disagreed. Often we had no referee and, as each side took its own umpire, a 100 per cent club man, the play was suspended while they argued it out. 'Disputed goals' were recorded thus: 'The Rovers won by two goals and two disputed to one goal and three disputed,' appeared in the local press."

From being often engaged in making sports-related presentations to others, it was fitting that at William Pickford's 74th birthday in 1935, there should be an award made to him. This was a silver statuette on behalf of the Prince of Wales' Fund. He had taken a leading part in the inauguration of the British Sports and Games Association to raise funds to commemorate the Silver Jubilee of the King.

Well into a year rich in Jubilee celebrations came a 50th Anniversary of Southampton Football Club's forming. The Saints Golden Jubilee Dinner on a November Saturday evening in 1935 at the town's South-Western Hotel had an attendance of 180. Among those present were three players from the club's first-ever match, Southampton St. Mary's 5 – 1 win against Freemantle, on the 21st of November 1885 at a Northlands site that became home of the Hampshire County Cricket Club. The three named were A.A. Fry (the first Captain), George Muir and Ralph Ruffell.

At the Jubilee Dinner, in replying to toast to "Our Guests", as proposed by Club Director, Mr J.R. Sarjantson, William Pickford outlined some of the Saints' history as well as recalling something of his personal association. He had heard of Southampton St. Mary's in his earliest days with Hampshire F.A. The Saints had entered for the County's Junior Cup, and on learning that they had been drawn to play against Petersfield, Pickford had "thought that would be the end." This a Round Two match, at the Antelope Ground on December 17th 1887, proved to be a 10 – 0 Southampton win, Saints won the Junior Cup in three successive seasons.

This, as Mr Pickford told the Dinner audience, was bad luck for himself as he had "begged that cup from one of the Members of Parliament," and then "had to search for another." Of further report,

"Mr. Pickford raised a smile when he said he was credited with a large share of the Saints' victory over Reading in the F.A. Cup in the early days. 'I was the referee,' he added amid laughter, 'but it would seem that my intervention on behalf of the Saints, if such it was, was of little use, for Reading borrowed some money from the Saints, promptly wired a protest against them, and the Saints lost the day.'"

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There was then spirited defence of the Football Association:

“Referring to the work of the F.A., Mr. Pickford spoke of the difficulties they had to face, adding: ‘I read the criticism in regard to players sent off the field recently, but when you consider the character of the members of the Emergency Committee, are they men who would do an injustice? I do resent these attacks on the Football Association.’

‘We are like a lot of Aunt Sallies; you can shy at us, and we have very few chances of answering back. The motto of the F.A. is to be just.’”

There is frequent mention of William Pickford in the literature relating to Southampton Football Club’s 1935 Jubilee, as to the years both before and after. The Saints’ own publication, “Golden Jubilee Souvenir: Fifty years of football, 1885–1935”, among its illustrations has a photograph headed “St. Mary’s Football Team, 1888–89” that includes a back row William Pickford wearing high-collar suit with cap on head. In front of Pickford is the Hampshire Junior Cup, which won the next year for the third successive time, was presented to Southampton Elementary Schools for competition.

Of season 1891–92, there is “Golden Jubilee Souvenir” mention of Mr. W. Pickford having refereed an F.A. Cup Tie, Saints against Reading, a seven clear goals win at Southampton’s Antelope Ground, “a record local ‘gate’” of 4,000 in attendance. On a Reading Appeal, Saints were disqualified on the ground that two players had not been qualified in time. “The town nearly went into mourning.”

Commenting on a similar period of time, the 1987 publication “Saints; a complete record of Southampton Football Club, 1885–1987 (Breedon Books Sport) by Gary Chalk and Duncan Holley, in its substantial coverage contains a number of William Pickford references. There is picture of the 1888–89 Southampton St. Mary’s Hampshire Junior Cup winning group, with Pickford among the non-players present. This possibly came about from having refereed at the season’s semi-final against Cowes.

Chalk and Holley in “Saints” have other Pickford presence relating to a Hampshire Junior Final, a Southampton 2 – 0 win against Lymington at the County Ground, season 1889–90. This, late in March 1890, was is stated before, “the biggest attendance ever to watch a soccer match in Hampshire assembled at the County Ground.” “They paid receipts of just over £51 — a sum which Mr. Pickford, the Hampshire F.A. Secretary, considered ‘a fortune.’”

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In "Match of the Millennium: the Saints' 100 Most Memorable Matches", (Hagiology Publishing, in Association with Southampton Football Club and "Southern Daily Echo,") edited by David Bull and Bob Brunskell, among games afforded generous space and absorbing comment are some in which William Pickford played a part. A feature compiled by Duncan Holley with Dave Juson is based on the Hampshire Junior Cup Final (Replay), 24th of March 1888, at the County Cricket Ground, St. Mary's 2 – 1 winners against Southampton Harriers. The referee is named as W. Pickford, the umpires Messrs. W.E. Masterman and E.E. Maberley. In their account, Juson and Holley remind that "we are in the era of an umpire in each half of the field and a referee, to adjudicate on the touchline." Accompanying Duncan Holley's "Match of the Millennium" account of the March 1889 Hampshire Junior Cup Semi-Final, (third replay), St. Mary's 4 v Cowes 1, there is William Pickford mention, and inclusion in a group photograph. The appreciative comment on Pickford tells that, at the first game,

"The referee, making his first trip to the Island, was William Pickford, the Hon. Secretary of the Hampshire F.A. A journalist on, and later editor of the "Bournemouth Guardian", he was the driving force behind the spread of the Association game in Hampshire and Dorset. He would end his distinguished involvement with the winter game dying in harness as President of the Football Association in 1938."

As well as referee, Pickford having a part to play in normal time of that match on the Island, there was more for debate at the final whistle. St. Mary's came back for a later equaliser, but called it that for the day. Cowes felt they deserved an extra half hour's play at this Semi-Final stage, but the visitors didn't respond. Their captain Carter declined: "his players had a boat to catch, thank you all the same."

At the fourth attempt the 1889 Junior Cup Semi-Final produced final-ists. As "Match of the Millennium" revealed, before a crowd of 7,000 although, "Alas with demand so high, chivalry was pronounced dead: ladies were not longer admitted free." Although, as Holley and Juson tell, "the tie had swollen its coffers," as William Pickford noted some 46 years later in its "Golden Jubilee Book", "from embarrassment into affluence", regarding Hampshire F.A.

Refereeing the conclusive Semi-Final (St. Mary's 4, Cowes 1) was Mr C. S. Wooldridge, about whom Pickford writes in praise within "Recollections," telling of him as "a Solicitor of Winchester, later Chancellor to the Bishop, an old Rugby 'blue' and International,

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threw himself cheerfully into the control of 'soccer' and was a great asset."

Ever fond of an anecdote, William Pickford found the 1880's and 1890's with plenty to enjoy. As told in "Recollections", related also by Gary Chalk and Duncan Holley in "Saints", and often recounted, is a later moment from the mid-March 1893 Hampshire Senior Cup Final between St. Mary's and close rivals Freemantle. Close on time, just as Pickford was taking the Cup back to the pavilion expecting a draw, the "Magpies" scored from a penalty kick. There is Pickford description of the incident.

"The 'Saints' vigorously objected to the decision and it is said that George Carter their Captain, went to the referee, A. Roston Bourke, after the game and said the offence was outside the penalty area, and that he could show him the place. 'Then go and put a tombstone on it,' the referee tartly replied."

The later months of 1935 proved especially full for William Pickford, as for others, for looking into the past and recalling those of the present. A county newspaper in October extended a warm welcome to contributed columns, writing that "We are honoured to be able to include in the first issue of the 'Hertfordshire Graphic' an article from the pen of a journalist who, in his day, was a well-known authority on the Association Code and contributed weekly articles to the 'Athletic News.'"

The article was headed "Football in the Eighties. Soccer Veteran and Pioneer of F.A. Looks Back." The contribution begins by advising readers that "At the request of the Editor, who 'once upon a time' was a junior on my staff, I am willing to come out of my shell to wish him and the 'Graphic' every success in the new venture." Pickford then writes entertainingly, as he was so fully able when the need arose. Fifty years since he first played "soccer" and forty since his last game, he hardly feels that anything in the nature of his actual playing experience can be of value to the modern player. While, however, "the game has made vast strides in the intervening years, it remains essentially the same."

"In my first game on a public ground the formation was much the same. My Captain said I had better play forward not being big enough for defence, and that my job was to kick the ball between the other goalposts. I did so twice, and a chap who kept on blowing the whistle and turned out to be the referee, disallowed one for some reason, best known to himself, which I couldn't imagine, and for a very

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good reason, as I had never seen a copy of the rules and didn't know a thing.

All I did was what I was told to do, and I still have a sneaking feeling that the referee was in error. There is nothing new about that!"

William Pickford in the "Hertfordshire Graphic", as in much of his writing and so well in his range of speeches made, reflected revealingly on the past of football, as on his other activities. He was in many ways very much a contributor to the past. The next few years were to find him truly part of the future.

FOURTEEN PEAKS OF ACHIEVEMENT

The English football scene was in early to mid-January 1936 familiar with the playing of F.A. Cup Round Three matches. Newspaper men were on this occasion present to witness the ritual of the teams being drawn to meet each other. Those concerned with carrying out the procedure would certainly not have wished anything of the January 1935 moment when one of the numbered balls went briefly adrift. William Pickford was, as Senior Vice-President of the Football Association, in 1936 occupied with President, Sir Charles Clegg, in making the draw. Sir Charles drew the first ball, for the home team; Pickford their opponents. A newspaper reported example was Manchester City as number 36, to play number 34, Portsmouth. There was in the next year or so to be growing Pickford involvement with Sir Charles in F.A. duties, and increased deputising for the President.

Of January 1936 concern throughout the land was the passing of King George the Fifth. On the last Saturday of the month, at football grounds around the Country, before match kick-off, teams took the field together to stand at the centre circle while officials and spectators stood in silent tribute.

At the end of season 1935 – 36 came a ceremony that would have been special pleasure to William Pickford. Not just presenting the Pickford Shield to Bournemouth Boys for their 3 – 2 extra time win over Southampton Boys at Dean Court, but related circumstances, as noted in newspaper reports of the occasion.

Hampshire FA had wanted to show appreciation of Mr. Pickford's services. He had at that time expressed wish that a shield should be presented for competition between the schoolboys of Hampshire. Today's handsome Pickford Shield had been the result. Until the present time, it had stayed with Hampshire F.A., but was on this Saturday handed over by Mr. Pickford to the Hampshire Schools Association.

Less encouraging for the future would have been the late April 1936 Hants Benevolent Cup match (Southampton 1, Portsmouth 2) at The Dell, attendance a thousand, receipts "a miserly £54." "Echoist" in the "Southern Daily Echo" asked "whether this annual game is worth the trouble it entails!," regarding it as possibly the last local such match to be played. In the light of his well known concern with

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Hampshire F.A.'s Benevolent Fund, William Pickford would have had his views on the issues involved.

There were, though, events of season 1935–36 much more heartening to William Pickford, as to others taking part. Pictured in the local press with Pokesdown Athletic's Bournemouth Junior League winning team and officers, he is named as senior Vice-President of the F.A., and "one of Pokesdown Athletic's earliest captains." Of other clubs to celebrate 1935–36 was Bournemouth Gasworks F.C., whose honours for the season listed the Dorset League, Dorset Amateur Cup, the Bankes Charity Cup (Senior), Hampshire League Divisions One and Two, also the Pickford Cup, (their's earlier in 1926, 1930, 1934 and 1935). Gasworks later took that Cup in 1958.

There was also generous space in the weekly "Bournemouth Times and Directory" during May, June and July 1936 to give credit to other deserving clubs. A full gathering was present at the Central Y.M.C.A., for the May Wednesday evening Bournemouth F.A. annual Presentation and Social, – held by the largest sporting organisation in the district. Councillor W.J. Clapcott, presiding drew attention to the fact that of those who had joined the Association formed by William Pickford in 1920, five were present on this 1936 evening and were still members. Membership of Bournemouth F.A. now stood at 2,166 registered players in all, 71 clubs in the League. In the past season of 1935–36, games played totalled 752, of which 676 were League matches.

Bournemouth F.A.'s mid-July 1936 A.G.M., its 16th, at the Westover-Road Y.M.C.A., received overall satisfactory result. Of Mr A.H. Kitcher, elected Hon. Secretary and Treasurer, William Pickford paid tribute, saying that he was quite content to leave affairs of the flourishing Bournemouth Association in such hands. He regarded Mr. Kitcher as "very nearly the model Secretary." "The progress of local football was a credit to the officials," he praised.

Some of the A.G.M. rule changes made had bearing on the Pickford Cup competition. The fine for playing an ineligible team member was increased from 10 shillings to 21 shillings. A new rule for this cup decreed that refusing to play a named club on the date fixed, weather excepted or failing a satisfactory explanation, would mean to have adjudged lost, and liable to a fine of £5. At the Bournemouth F.A. Council Meeting that followed the A.G.M., among steps taken was a decision to stimulate interest in the Pickford Cup. In connection with this, it was stated that Boscombe F.C., and the Bournemouth Gasworks club, were reported to have agreed to enter their first teams in the competition.

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There were a number of features that were of satisfaction to Pickford from both that A.G.M. and the Council Meeting. He had also welcomed the opportunity to renew acquaintance with several old friends. There was his regret at not being able to devote as much time locally as he would like, but he would be 75 in a few months' time, so that he was "going pretty strong." He conveyed his admiration for those of Bournemouth F.A. "for the wonderful way you carry on the game in this town."

The year of 1936 saw William Pickford as visitor to a variety of places on football business. It brought him into close contact with the President of the Football Association, Sir Charles Clegg, with whom he had long been a near friend. A mid-summer Saturday evening at Blackpool was the occasion of a Banquet in honour of Sir Charles, to mark completion of his 50 years' service on the F.A. Council, in connection with which he was presented with an inscribed gold medalion.

William Pickford in his speech of tribute to Sir Charles, not only acknowledged fully the individual contributions made, but also described some of the football background of the time. Spoken of the younger Charles, — "he was playing football in 1867, when he used to put his clothes under a hedge to dress for the game, and then gave some coppers to a boy to look after them while he played." A few years later, in 1873 at Glasgow, he was playing for England against Scotland, a nil-nil draw. This was the first such match to be accorded full international recognition. A number earlier, dating from 1870 and played at Kennington Oval, were not recognised as official internationals.

Charles Clegg had refereed two F.A. Cup Finals, Pickford told the Blackpool gathering, at the first of which, in 1882, "he never used his whistle once for offside." Clegg joined the F.A. Council in March 1886, within two years was Vice-President, became Chairman two years later, and in 1923 was to be made (as to remain) President. Knighted in 1927 for services to football, of Sir Charles, Pickford offered that the game "owes him a deep debt in that he was given all his time and knowledge to its organisation."

There was further 1936 appreciation of Sir Charles Clegg, from William Pickford, during late October at the Royal Victoria Hotel, Sheffield, where the Sheffield and Hallamshire Football Association had its Jubilee Banquet. Sir Charles and Pickford were among those gracing the event. Charles, a Vice-President of the Sheffield F.A. formed in 1877, Chairman in 1882 and President a year later, held

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both offices until that Association joined with Hallamshire during 1886, at which he became President/Chairman.

At the October 1936 celebration, William was able to speak of Charles from long acquaintance, they had he said, stood side by side in football for 48 years. With his familiar ease, Pickford was able to inform his audience of the time when Sheffield tried, without success, the use of two referees. Under those rules, each team nominated an umpire to attend the half of the pitch defended by their opponents. The idea was dropped.

William Pickford in his scrapbook includes a "Sheffield Independent" newspaper photograph of Sir Charles Clegg with a number of guests at the Sheffield Banquet. Seated at the front are Sir Charles and Pickford in handshake. Others identified, in what would seem to be Pickford's handwriting are C.E. Sutcliffe, H. Husband, J. Andrew (Sheffield F.A. Chairman), and S.F. Rous (Secretary of the Football Association).

Of the Sheffield occasion and Sir Charles Clegg, Pickford in "Recollections" reflects admiringly: "I never saw him again, but I have a gramophone record taken of this speech, and sometimes play it over quietly to myself in memory of a great man and a very old friend."

Of the future, and the part of Sir Charles Clegg was to play in that, there was further Pickford "Recollections" tribute: "That I was elected by the Council in 1937, to succeed him as President has, naturally, been a source of gratification to me. But above all, I value it as a mark of their confidence in an old colleague." Much was to happen however, even if in a comparatively short time, before that situation arose.

The year of 1937 was one of considerable activity, for the community of which William Pickford was part, as for himself personally. January of the year brought rain, snow and flood enough to cause much disruption of club football programmes. Pickford, as a member of various football related Councils, Committees and Panels would have been aware of the problems met by teams short of players at mid-winter relatively early kick-off times. Often difficult for players who worked until twelve noon on a Saturday to be home, changed and at a football venue, either to travel or start, for an early afternoon beginning.

There were however, a number of football related events that could claim Pickford among those positively interested. For Bournemouth's "Cherries" Supporters' Club was a talk by well known Dorset referee Mr. J. M. Wiltshire, to have charge of the 1947 F.A. Cup Final. Of 1937 interest to Pickford would have been Wiltshire's comment on the offside Law, very much a current issue, and the "two referee"

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scheme in the air, about which Mr Wiltshire declined to comment. As with others of these meetings, they were well reported in the local press. Being one with a voice in the future direction the Laws of football might take, it was always of interest to Pickford to hear and read of what those involved in the game had to say.

Of deep personal sadness to William Pickford was the passing of long standing close friend Jack Nethercoate. A J.P., and former Alderman of the Borough, the full obituary of him in the "Bournemouth Times" of March the 5th 1937 wrote to him as "Son of one of Bournemouth's pioneer builders," who "grew up with the town." There were details of Jack Nethercoate's service as President of Bournemouth Football Club (43 years), President of Bournemouth Cricket Club (1900-28), in 1913 the first President of Bournemouth Schools F.A., — "no mere figurehead." Other interests included athletics and cycling.

William Pickford in his 1937-38 "Recollections" wrote in a warmly appreciative way of Jack Nethercoate. One of Pickford's strengths as a writer, in which he must stand comparison with any of his time, is the way in which he is able in his words to bring to engaging life, and valuably for sport history, those known to him. Jack Nethercoate stands as a prime example. There is Pickford "Recollections" recounting of having on his 1883 moving to the area from Bolton, joined and played football for Bournemouth Rovers, there taking early issue with skipper Nethercoate, who rebuked him more than once. Of other Nethercoate memory, they at one time "cycled to Sturminster Marshall to play for Blandford. We did most of our journeys on high bicycles and dressed in sheds or under hedges."

An indication of Pickford's early interest in the Laws of football is that following discussion between Nethercoate and himself, on occasions they wrote to the "Athletic News" or "Sportsman", and sometimes disagreed with the replies.

In the light of William Pickford's own devotion to sport history, he was plainly delighted to be able to note in "Recollections" the part that Jack Nethercoate had taken in providing information for the "Badmington Book of Swimming" by Archie Sinclair and Bill Henry, both men eminent in the water sport world. There is Pickford printed memory here of when the Long Distance Championship was swum in Southampton Water. He had been one of the judges and gone with Sinclair (Secretary to the Amateur Swimming Association) in a rowing boat following the race for five miles up the river from Calshot Castle.

The item associated with Jack Nethercoate was a newspaper paper cutting Jack had kept of a "Handball" match in which he had taken part, off Bournemouth Pier on July the 15th 1876. Authors Henry and

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Sinclair had not found mention of an earlier game of water polo being played. In addition to making the feature from Jack Nethercoate available, Pickford was able to help with the writing of several chapters in the "Book of Swimming."

Into the year 1937 William Pickford would have been aware of plans to mark an occasion special to those concerned with Hampshire and Dorset football. The evening of Tuesday April the 13th 1937 was that of an historic anniversary, at the inauguration of which a number of those present in 1937 were part. The literature of this event was headed "Hampshire Football Association 1887–1937. 'Golden Jubilee' Celebration Dinner/and Presentation to Mr. William Pickford (Life Vice-President and Hon. Treasurer). Upon the completion of fifty years' service in the Association/ The South Western Hotel, Southampton, Tuesday 13th April 1937/ Chairman: Mr. George H. Muir – President." The printed menu tells of the meal there to be enjoyed, and the speakers to be heard in the proposing of various toasts.

The "Southern Daily Echo" in its reporting of the Dinner gives an indication of the extent to which the proposers of, and the responders to toasts, had called to mind features of Hampshire F.A. history from its April 1887 formation from the earlier South Hants and Dorset Association. George Muir in his speech offered reminder that on that inaugural occasion of the 13th April 1887, "William Pickford was there, and Sir Bernard Pares, who proposed that the H.F.A. should be formed," Both of these men were present on this April 1937, Tuesday anniversary evening.

Of presentations to feature during the evening, that to William Pickford in commemoration of his Jubilee year with the County F.A. was in the form of a gold medallion. For Mrs Pickford there was presented a gold cigarette case. Expressing thanks for the gift to his wife, Pickford said that but for her, he would in all probability not be present on that occasion. The medallion to himself bore his likeness on one side, with brief main details of his career on the reverse. Of that career, George Muir in his words of praise made particular reference to Pickford's work in connection with revision of the game's rules, and for the Benevolent Fund.

For his part, William Pickford made presentations on behalf of Hampshire F.A. There was a Meritorious Service Medal to George Muir, and for Harry Mathieson a medal in commemoration of having played 50 matches for the County. To Mathieson there was Pickford comment that "The first Captain of the Hampshire eleven shakes hands with the latest Captain, and is proud to do so."

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The “Echo” report of the Jubilee Dinner carried photograph of three Hampshire F.A. men seated, “chatting over old times.” The Caption names them as: “Mr. W. Pickford, the first Hon. Secretary of the Association, and now a Life Vice-President; Sir Russell Bencraft, J.P., who was President in 1893-95, and Mr. George Muir (President).”

There was a mid-April 1937 visit to London for Pickford to preside over a “send-off” luncheon given by the Football Association for the English amateur players to tour New Zealand and Australia. He extended special congratulations to Corporal S. Eastham, a popular member of the Hampshire County eleven. Also present at the function were The Right Hon. S.M. Bruce, M.C., High Commissioner for Australia, and Mr. J. R. Jordan, High Commissioner for New Zealand.

There was a William Pickford touch in the making of football history, at the 1937 F.A. Cup Final, another Wembley attendance of around the 93,000 mark. In an interview with the “Daily Sketch” he recalled how Queen Elizabeth had come recently to present the Cup to Raich Carter, Captain of the Sunderland team, 3 – 1 successful against Preston North End. Pickford had been seated between King George VI and the Queen, when he was handed a note about the end-of-game presentation ceremony. He had turned to ask the Queen if she would like to award the Cup, to which Her Majesty had said that she would be delighted. The King had added, “Why not?”

Before the finish of play, Pickford had, he told the interviewer, suggested that Her Majesty might next year bring Princess Elizabeth to the Final with her, which the Queen agreed to consider.

In the William Pickford scrapbook coverage of the 1936 and 1937 period are two brief newspaper cuttings that tell of two awards made to him. He had been recipient of the German F.A. bronze badge commemorating the Berlin Olympic Games, the events ending in August 1936. There was also receipt of a handsome gold medal to mark the Golden Jubilee of the International Football Association Board.

The International organisation had come about from a December 1882 meeting in Manchester, the Football Association having proposed that the four national bodies of the United Kingdom should meet to seek agreement on the Laws of the Game. A uniform code of rules was drawn up, from which the International Association Board came into being. William Pickford had become one of England’s representatives on the Board in 1923, with in 1924, 1930 and 1935 acting as Chairman. He would have been particularly appreciative of Board meetings held in Bournemouth and at Shanklin. Of further travel at this period, he was representing his country at International

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Conferences in Great Britain and Ireland, Paris, Helsingfors and Rome.

A summer 1937 function attended by William Pickford was one relating to which the widely known cartoonist Tom Webster was able to depict for the "Daily Mail" some of the personalities present. Headed "Dinner at Eight", the first caption told that "We paid our customary visit to the Football Secretaries' and Managers' Dinner. That devout West Bromwich Throstle Mr. Fred Everiss was in the chair." Accompanying a Tom Webster drawing of "that grand old gentleman Sir Frederick Wall" was noted that "Sir Frederick can remember a football long before they used to blow it up." Below the line profile of Mr. W. Pickford was advice that he was "only just behind Sir Frederick Wall in remembering a football, but he did see the first one blown up."

Another enjoyed 1937 gathering was a mid-June Saturday Garden Party that William Pickford, as Managing Director of the Guardian Printing Works gave, with Mrs Pickford, at their Mount Pleasant, Pokesdown home, for the firm's staff and partners. Among the forty or so guests was the works chief machinist, Mr C.H. Booth, who had been with the firm 54 years. There was for shared pleasure a variety of sports, including bowls and a form of football. For the latter, the ball used was one provided by Boscombe F.C., this with a job warning that would have amused Pickford. The reminder note instructed that issue of the ball was "subject to the provisions of the Football Association Rule 26 (close season) being observed." The actual ruling was one that Pickford had played a part in framing, many years earlier.

At a time when so much else was happening for many involved in Hampshire football, there was end of April 1937 mention of a publication that was a considerable volume of work by any standards. In the Foreword to his history of, and on behalf of, Hampshire Football Association, William Pickford states the purpose behind the writing of the organisation's "Golden Jubilee Book: 1887-1937."

We read that "... we have endeavoured first to rescue from fast disappearing records and the memories of veterans, while yet they were available, something of the story of the early days and the spirit in which the game was played. Next we have tried to show how organisation began and failed, was resumed and failed again, until out of the vigorous vitality of "soccer" there grew our Association whose Golden Jubilee has now arrived."

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The extent to which the “Golden Jubilee Book” succeeded in its declared intention has been assessed by a publication that is itself exceptional, — The British Library’s “A Football Compendium” (2nd edition, 1999). Accurately subtitled “An Expert Guide to the Books, Films & Music of Association Football,” the 800 plus pages, in addition to a unique assembly of review and information, contain a selection of illustrations from the works considered. Compiled by Peter J. Seddon and edited by Cynthia McKinley, the “Compendium” appraises William Pickford’s football coverage books, including the four volume “Association Football & the men who made it” (Caxton Publishing Company, 1905-06) written with Alfred Gibson.

Hampshire F.A.’s “Golden Jubilee Book” (identified as compiled by W. Pickford, Bournemouth: Bournemouth Guardian, 1937) is described as “a detailed study and invaluable source for tracing early developments of the game in Hampshire — contains particular material of interest to historians of Portsmouth, Southampton and Aldershot.” Refers to the author as “one of the leader figures in administration”, elected President of the English Football Association in the year of this publication.

A brief newspaper cutting, just seven short lines, identified as from the “Daily Mail” of June the 28th 1937, in a William Pickford scrap-book, details something of major personal event to the individuals named. The paragraph tells that “Sir Charles Clegg and Mr. W. Pickford were re-elected Chairman and Vice-Chairman of the F.A. Council respectively, and a vote of sympathy expressed with the relatives of the late Mr. A. Kingscott. The same evening Sir Charles Clegg died.” Handwritten on the scapbook page, as if as a heading to the text, are the words “Death of Sir Charles Clegg. At the summer meeting of The Football Association at Great Yarmouth on Saturday June 26th 1937.”

From that time for a while, the question of how the position of F.A. President might be filled prompted some measure of debate. Decision to be made was whether this might be dealt with at the F.A. Council Meeting of 23rd August 1937, or if it should be deferred until the June 1938 A.G.M. Once this was decided, there was then to be consideration of names of possible candidates, with William Pickford among the leaders.

The “Observer” on July the 4th put two points of view.

“In the council there is a feeling that the appointment should go to someone distinguished, but not necessarily previously linked up with the game.” . . .

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“Then, again, there are those who think that the vacancy provides the opportunity for the introduction into the principle office of comparatively young blood.”

The noted sports journalist, W. Capel Kirby, in the “Sunday Chronicle” of August the 22nd 1937 put across some strongly held beliefs under a heading “Veteran whose service entitles him to F.A. Presidency.”

“Who is to succeed the late Sir Charles Clegg as president of the Football Association? There have been innumerable guesses, but presumably we are no nearer the solution.

It is said that the F.A. intend seeking their next president from outside their own domestic circle. Why? Surely the highest honour in football should be bestowed on men who have given a lifetime of service to the game.

Next in line for the presidency by virtue of length of service is Mr. W. W. Pickford, who for half a century has worked unsparingly for the F.A. and the game in Hampshire.

I know there are some veterans of the governing body who are old-fashioned and retard progress. They think that what was good enough in 1890 will suit in these advanced times of 1937.

Mr Pickford is not one of them, and I think it will be a cruel injustice if he is deprived of the honour through the activities of a few who want to put somebody in office who has probably never taken more than a passing interest in the Association game.”

Another journalist weighing the chances of candidates, offered a lighter touch:

“Mr. Pickford’s passion is roses, and I have never seen him without one in his buttonhole. He told me at the A.G.M. of the F.A., at Yarmouth, recently, that if there was one thing that might one day keep him away from football it was the garden, but fortunately the seasons did not clash.”

Regarding choice of an F.A. President, on the day and place concerned, Monday 23rd August 1937 at its Lancaster Gate, London W2 headquarters, the Football Association’s Council Meeting, with William Pickford in the chair, had at the start a task of sadness to carry out. This was, official Minutes of the occasion tell us, “to pass a vote of sympathy with the relatives of the late Sir Charles Clegg, and to express our deep regret at the passing of our esteemed President and Chairman. We mourn the loss of a great man.”

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Business then included the filling of the Presidential vacancy that day rather than defer to a future A.G.M. The choice as President of the Football Association, and Chairman of F.A. Council, was William Pickford. The appointment attracted much support from bodies that included newspapers local and national. There was also the raising of some challenging questions. A telegram-form from Ted Robbins, Secretary to the F.A. of Wales Ltd, conveyed praise that would have been echoed by many. Printed words stated that "Soccer Chooses The Right Chief," below which on the page read, in handwriting, "And so say — All of us. T. Robbins/Wales."

Near to Pickford's home town of Little Lever, which he wrote became "part of Bolton", the "Bolton Journal" in writing of the F.A. Presidency told of how the young man William Pickford's love of football came from the time in 1878 when he was persuaded to play soccer for Bolton All Saints F.C. Of the present August 1937, the "Bolton Journal" was able to quote the older Pickford, to be 76 on September 28th, from his Hampshire home as saying that he finds joy "in going into the local parks on a Saturday afternoon and watching the boys and the amateurs playing their matches."

Among congratulations extended locally was that from the "Boscombe Advocate" on the 28th of August 1937. It said that "From all parts of the country good wishes will go to Mr. W. Pickford, of Bournemouth, senior Vice-President of the Football Association, who on Monday last was elected President in succession to the late Sir Charles Clegg. Mr. Pickford was also elected Chairman of the F.A. Council."

Particularly full and generous praise was extended in the Sports Section (Edited by Jack Ingham) of "The Star" newspaper on August the 24th 1937.

"All football is proud that its Grand Old Man, Mr. William Pickford, has been elected President of the F.A. It is an honour richly deserved. Mr Pickford entered football 57 years ago and has been a member of the F.A. Council for half a century.

Real vision, sound judgement and great ability as an administrator years ago made Mr. Pickford a power behind the scenes of the game. He saw football grow, helped it to grow, and grew with it — what more fitting then he be appointed President?"

The "Evening Standard", under its heading of "New Football Association President" adds a note of feats achieved:

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“He is said to have taken the first penalty kick awarded in the County of Hampshire; and on one occasion he scored the goal which knocked the Royal Engineers out of the F.A. Cup.

In July of 1898 Mr. Pickford accomplished the feat of swimming across Lake Windermere before breakfast, cycling from Bowness to Lodore and back, and climbing Helvellyn all on the same day.”

The “Reynolds News” in its reporting of what it headed “Football’s New Chief”, provided an occupational photograph of Pickford in what it termed “a work-a-day role as Managing Director” at a printing press, making the point that his service with the firm “has extended over 54 years — five years more than he has been a member of the F.A. Council.”

In making its observations on Mr. Pickford becoming F.A. President, the “Manchester Guardian” offered reminder of the extent to which his suggestions had been incorporated in the Laws of Association Football. Among the measures identified were the marking of a half-way line on the field of play, and ruling that a player should not be offside in his own half. He also had an amendment to the penalty law adopted, and made the first move that brought referees under F.A. control.

The “Guardian” drew attention to the fact that two Lancashire men, Mr. Pickford and Mr. C. E. Sutcliffe, now held the highest positions in football as Presidents, respectively, of the Football Association and the Football League. The “Daily Telegraph” also referred to the two Presidencies, and told of the Lake Windermere and other feats-in-a-day.

The “John Bull” publication in its issue of September the 4th 1937, in the form of a letter to “Dear Mr. Pickford”, combined statements of praise with expressions of concern. In opening applause there was acknowledgement that “You have just been appointed President of the Football Association, and no one is more fully aware of the fine traditions possessed by the F.A. as a governing sports body. Up to now the F.A. has deserved the description of being the most powerful and just controllers of sport in the world.”

Then came the “John Bull” sharing of anxiety: “Do you not think then, that the F.A. should keep a sharp eye on this latest proposal of some, or at least one, of your clubs to inject animal gland extracts into their players’ blood in order to stimulate stamina, spirit and speed?” After some elaboration of viewpoint, there is a concluding plea. “Surely it will be better if you can keep from the game all suggestion

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that it is not the honest sport we would still like to think it is. That is why, hopefully, I expect you to look to this 'gland' business. — JOHN BULL.”

Clearly, William Pickford's succession to the office of F.A. Presidency brought a considerable level of response, from a wide range of sources. Two summarising remarks occurred, one from an organisation, the other from Pickford. Organisationally, as it were, the Football Association is on record of having acknowledged congratulations on behalf of one who had, it was said, never been or ever would be a “mere figurehead.” For Pickford's own part, there is telling that to the first friend to compliment him on leaving the F.A. Council Chamber after being made President he said, “It's the same old Billy Pickford. Don't worry!”

FIFTEEN

IMPACT AND INFLUENCE

From the extent of praise accorded William Pickford on his becoming President of the Football Association, it was to be expected that the sporting world and beyond could be looking towards him for whatever Presidential statement he might have to make. Public reaction to his coming into office, possibly of two kinds. There could be the reception of what he might have to say at the outset, — anything by way of a declaration of intent. Longer to show maybe, reaction to such changes that might be brought about.

One thing for sure, from past experience of the person, there would not be any sitting back just to absorb the honour of position. Expected to continue would be the kind of qualities that sport had seen from him in the past.

“The Star” in early September 1937, through the drawing and accompanying words of a Roy Ulyett cartoon, gave a “Persil” white picture of William Pickford, in football gear with a saintly halo around his head. This picture seemingly intended to portray the man’s known insistence on the need for honesty and truthfulness in the sport’s dealings.

There was in fact early Presidential reminder from Pickford of the importance of integrity. The Stoke “Evening Sentinel “ on the 27th of August 1937, in reporting a local occasion when certain organisations (including the Football Association through William Pickford) received specially designed Spode loving-cups, quoted some words of Pickford on aspects of honesty.

“The F.A. President also declared, ‘We must cut out betting from football.’ He did not object to football pools, but thought we should be better without them. He, however, appealed to everyone connected with the game to guard against players and officials betting on a game on the result of which they had an influence.”

Further, Mr. Pickford “urged the clubs to bring influence to bear upon players not to interfere with the referee by attempting to make him alter his decision.”

“The Star” newspaper, as in its issue of September 15th 1937, continued to make good use of William Pickford material. In this

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instance, a four-column full-page exclusive article for the Football Supplement by the identified “new President of the Football Association” was headed in strong terms. The words told that “We want teams to play the game. If they don’t, the mailed fist in the velvet glove is waiting for them.”

The page begins with paragraphs very much a statement of William Pickford’s own hard won beliefs as a person who had come up through the ranks.

“Association football will never lose ground in this country because it is built on a foundation of sportsmanship, and those who work for it do so for the fun of the thing. All the money that is produced by football goes back into the game.

My election as President of the Football Association proves that every official has a marshal’s baton in his knapsack.

My progress to this high office is truly a romance, and, if I write of it, each man working for the great game as well as those playing it may gain encouragement.”

There is telling of the effect of how, as a young man in Bolton, prior to his Bournemouth years, having been persuaded to attend a football match, came a dramatic change.

“On the spot I fell in love with soccer — with the beauty of the game, the combination, passing, footcraft, and the fact that you could see every man on the field and watch his movements, just like looking at chessmen on a board.

At once I became a soccer player for one of the teams I had watched — All Saints Church Club.”

From in 1883 moving from Bolton to Bournemouth, the devotion to football developed, both as a player and as a writer. Reporting became worked into his occupation on the advertising side of journalism until he “went on to the editorial side for good.” Editorship of the paper, the “Bournemouth Guardian”, lasted for 28 years, until nine years earlier than the 1937 “The Star” article, the newspaper closed. “Being only a weekly, it ceased to be a paying proposition in face of competition.” Mr. Pickford became Managing Director of a printing company so that he had not, as he wrote, severed his connection with ink.

Involvement with the playing of football, as a goal scoring centre forward with Bournemouth Rovers and the Hampshire County side, averaging about fifty goals a season overall, began to incorporate administration until the latter became the sole connection. Close

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association with Hampshire F.A. led to him becoming chosen as the joint Hampshire and Sussex representative on the Football Association Council. Of this position, his "The Star" page tells that "In October, 1888, I attended my first F.A. meeting. As it was a fine day, I rode up to London for it on my penny-farthing bicycle." Cycling was at the time, with swimming, very much an interest.

"The Star" feature has an accompanying Roy Ullyett cartoon of a cyclist wearing a cap and long overcoat on a cycle with high front wheel and small rear wheel in the shape of a football. The journey is along a road that has a signpost directing the route as being from Bournemouth to London. The cyclist is identified by the cartoon caption that reads "Mr. Pickford and his penny farthing."

That same first attendance at an F.A. Council Meeting is described also in Pickford's "Recollections", written at approximately the same time, in 1937, or later, as "The Star" account. In "Recollections" there is further the mention of a subsequent such journey.

"It has been stated that I cycled to my first meeting, but this is not so. In the short days of November and on a fifty-inch 'good old ordinary' with solid tyres, and over such terrible roads as then existed, it could not have been done in time for a 5.45 p.m. meeting. But in July, 1889, I took my 'bike' to London by rail and cycled home the next day. It took me twelve hours to do this 110 miles between Ye Old Bell, in Doctors Commons, where I was kept awake most of the night by the chiming of the real bells of St. Paul's Cathedral almost overhead, and my home at the village of Pokesdown, then 'near Bournemouth'."

There is from Pickford, through this September 1937 opportunity, praise for a number whom he considers deserving. Of those with whom he had enjoyed close collaboration, "Running the Football Association is the biggest team game in the world. There is nothing to touch it. The organisation is wonderful, right away from the school game to the First Division."

Ever progressive, he poses question and offers possible answer.

"May I look into the future?

Once, in an imaginative mood, I visualised rubber pitches, the crowds being brought in aeroplanes which were parked in shelves at the back of the stands, and the referee, hovering overhead in an autogyro, used a megaphone to control the game."

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Towards the end of his article, there is Pickford indication that he would like to write something about refereeing.

“The standard has been good for some years, and I am very gratified with it. If managers of clubs, the players and the Press, would let the poor beggars alone, they would do their duty even better. Their’s is a thankless job, and they must often be put out of their stride by the baiting and sniggering of a section of the crowds.”

As a lasting message, concerning reaction to referees, as to the spirit of football at large, there was the Pickford statement with which his September 1937 “The Star” full page was introduced: “We want teams to play the game. If they don’t, the mailed fist in the velvet glove is waiting for them.”

There was in 1937 William Pickford response to other newspapers who sought a President’s word from him. To the “Sunday Chronicle” there was pre-season 1937–38 encouragement: “Football is our most popular and in my opinion, the best game in the world. Help me to keep it free from abuses, and to maintain its old traditions of vigorous but honest sport and fair play.”

For the “Morning Post” was both word of warning and a note of optimism. Of caution: “It ought to be borne in mind that there is only a certain amount of money in the game, and that it costs a great deal to run a club.

“Some of the clubs might be able to pay higher wages, but a move such as that would bankrupt many of the smaller ones, and the game depends on them as much as any. I do not think a scale by which some clubs paid more than others would be practicable. The F.A. takes the view that they should all be on an equal footing.”

Acknowledging to “Morning Post” readers his “pretty stiff” task in having to follow Sir Charles Clegg, there was a sharing of Pickford hopes.

“No pet schemes to push through. Things will go on quietly and steadily as before. Our great trouble is not dealing with schemes of our own, but with other people’s, although I must say they are a splendid crowd.

The game is going ahead with leaps and bounds, but I am looking for further progress this year. When I joined the Association 49 years ago there were less than 1,000 clubs in the whole country. To-day there are between thirty and

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forty thousand, and there are more in my own county of Hampshire than there were in England then.

Naturally I am keen to see such progress. My interest in the game is greater than ever, although I played my last match for Bournemouth Rovers, for whom I was centre-forward for twelve or thirteen years, more than forty years ago.”

There was Pickford awareness that, for a while at least, his words would be considered by a wider audience than previously. Would maybe have a greater influence. Certainly, through his role in the Football Association, some impact on the Football League during 1937's preparing to mark its Jubilee the following year.

Described by one reference work as the “father of all league football competitions”, and “a worthy model” for all successive competitions of its kind, the Football League came into being on the initiative of a Scotsman, William McGregor, who convened an informal meeting at Anderton's Hotel, Fleet Street, London on March the 22nd 1888. At this gathering, the proposal to form a League was accepted, the first formal meeting of a body to be titled “The Football League” taking place next month, on the 17th of April, at The Royal Hotel, Manchester.

In the substantial “The Official History of the Football League, 1888–1988, League Football and the men who made it,” (Willow Books, 1988) by Simon Inglis, among those whose contributions to the League's story are given just recognition, those of William Pickford feature. Particularly good use is made of Pickford's recorded acquaintance with men prominent in the League's development, J.J. Bentley and Charles Sutcliffe among them.

Into the progress, there is a listing of Pickford with the F.A.'s representatives attending the League's 1921 Dinner (following the Annual Meeting) held at London's Hotel Cecil, with 278 present in all, including Sir Henry Norris M.P., an influential figure in the organisation's growth. Of continuing Pickford interest, he was among those to contribute towards the League's Jubilee Fund (target £100,000) set up in 1937–38 to assist players and clubs in times of need.

Special to Pickford's interests as a football historian would have been the invitation to write an Introduction to the League's planned jubilee history. The Introduction was written, but did not appear in the eventual publication which was, for reasons indicated in the Simon Inglis 1988 “League Football” history, not published until 1939, thanks then much to the efforts of journalist J.A. Brierley.

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In his 1938 published "A Few Recollections of Sport", William Pickford devotes a chapter to the Football League's birth and growth. He wrote from acquaintance of an identified kind.

"This is the Golden Jubilee year of The Football League. Curiously enough it synchronises with the fifty years of my membership of The F.A. Council. I have watched its career from the start, and, though at no time directly officially associated with it, except so far as a position on its Appeals Committee recently goes, have known personally every member of its Management Committees and a large number of other leaders in its organisation."

There is Pickford acceptance that "In its inception the League was almost entirely a North and Midland affair. We, in the South, did not for a time take much interest in it."

Of his plan, through "Recollections", in telling of the Football League, Pickford writes:

"It is not my intention to write the story of the rise of the League to greatness. My part in the matter has largely been, with others, in attempting to meet and solve the many problems that the rapid and amazing growth of the League and the League principle brought to the front from time to time."

"I really got a better idea of what the League meant than ever before during the many years in which I have watched the start and growth of that gigantic organisation."

William Pickford's overall involvements during 1938, apart from family commitments, to which he was closely devoted although choosing not to give them public prominence, came basically into one of three categories, these other than retained professional interests.

There were his accepted undertakings as part and parcel as being Football Association President and Chairman of Council. Further, there were County, National and International (mainly football in each) events, related to which his role may have been a direct engagement or could have been relatively restricted, towards having mainly an awareness.

Thirdly, largely at home and clearly time consuming, his attention to the research and writing of works due to be published. Of these, to become especially well known, "A Few Recollections of Sport" and, very much an adaptation of "Recollections", his "A Glance Back at The Football Association Council, 1888-1938." There were other

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publications, but these two to be the more widely held and remembered.

Of considerable interest to Pickford, and to much extent a concern with, would have been happenings described in Reg Mathieson's compilation "Hampshire Football Association, 1887–1962: 75 Years of Football."

"Early in 1938 the Council transferred the venue of its meetings from the 'Tivoli' to the Southern Railway Sports Club, adjoining the Central Station at Southampton, where many interesting gatherings were held before the building was totally demolished by enemy bombings late in 1940. Season 1937–38 was not a successful one for Hampshire in county and representative games. Four such matches were played and all were lost, with expenditure exceeding receipts by over £60 — very disappointing indeed. The development of the game in different parts of the county now necessitated adjustments in some of the areas controlled by the Local Associations, and these were revised to meet actual requirements."

There were late Spring into Summer 1938 footballing events of both history and drama. The 1938 F.A. Cup Final (Pickford among those present) was won 1 – 0 by Preston North End against Huddersfield Town, at Wembley Stadium, with a George Mutch penalty kick in off the underside of the crossbar, during the last minute of extra time. The first full Final to be shown live on B.B.C. T.V. , there was a live television audience reported as less than ten thousand. Part of the 1937 Final, between Sunderland (3-1 winners) and Preston was seen on television.

From his many years in various Hon. Treasurer capacities, William Pickford would likely have been interested in the fact that during the later 1930's, F.A. Cup Finals with crowds of around the 93 thousand mark, achieved gate receipts of some twenty-four to twenty-five thousand pounds.

In Berlin's Olympic Stadium on May the 14th 1938, before a crowd of 110,000 in an atmosphere described as increasingly political, by no means "just another game of football," England were 6 – 3 successful against Germany. On the 18th of June 1938, the Final in Paris of a third World Cup saw Italy 4 – 2 winners over Hungary. The previous month, Paris had been the venue for England's 4 – 2 win against France.

The summer of 1938 and early British season of 1938-39 witnessed a number of footballing developments that would have attracted

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William Pickford's attention at the Football Association. Particularly during the year the extent to which at the F.A., under the Chairmanship of Association Secretary Stanley Rous, the Laws of Football were being, as it was termed, "rewritten and brought up to date." A number of requirements had either already been introduced, or were due to be.

Weight of the match ball had in 1937 been increased from 13-15 ounces to 14-16 ounces. Initially for International fixtures, later extended to all levels, allowing for school football variations. From 1937, an arc of circle 10 yards radius from the penalty spot was to be drawn outside the penalty area. With regard to the marking of lines overall, they were in 1938 given their specific width or depth of five inches, as were goalposts and crossbars.

In their truly extensive four volume "Association Football" (Caxton Publishing, 1960), the compilers A.H. Fabian and Geoffrey Green took trouble to ensure that credit was given where due. In a chapter "The Laws to-day" by J.R. Witty, is written that "Those who framed our laws were very careful to say just what they meant. Modern reformers sometimes have overlooked this." William Pickford had played a major part in that past task.

In a further volume one Fabian and Green chapter, by leading football officer, coach and lecturer J.R. Witty, the pages headed "The Organisation of Referees" give due recognition to Pickford among others in that specialist field. "On the initiative of F.J. Wall (later secretary of the Football Association), assisted by A. Roston Bourke, W. Pickford and some truly devoted helpers, a Referees' Association was founded in March 1893."

After the Referees' Association came to an end was formed a Society of Association Football Referees, of which Pickford was a Vice-President. In the new century a Referees' Union was founded, for which Pickford acted as Hon. Treasurer for a while, until he found this not compatible with his place on the F.A. Referees' Committee. Serving on some variety of committees, there were occasions when the requirements of one were at a measure of odds with those of another, and choices had to be made.

Of Pickford's summer 1938 awareness at the Football Association would have been developments in the professional player transfer market. He had during the 1937-38 writing of "Recollections" given thought to such situation.

"We had some trouble in the 'nineties' about the questions of transfer fees and scratch teams. The former recurred in one form or another for a long time, some of the Council

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leaders honestly trying to check the growth of the practice, while others quite as earnest in their own views that it was a necessary accompaniment of the professional system, advocating the freer hand. It was as hard as Mrs. Partington's job with a brush and the Atlantic."

A then modern times record was reached when on the 4th of August 1938, Bryn Jones was for a fee of £14,000 transferred from Wolverhampton Wanderers to the Arsenal. The Bryn Jones League debut for Arsenal, First Division, was as a goal scorer in a 2 – 0 win at home to Portsmouth.

Of other one-time Arsenal interest to Pickford might have been that Southampton-born Tom Parker, Southampton and Arsenal former player (also England in 1925) was during 1937–38 listed as one of the ten Hampshire League representative on the Hampshire F.A. Council, with which body Pickford retained keenly close connection. Tom Parker, was Southampton's Secretary/Manager from February 1937.

The summer into Autumn months of 1938 were for many involved with the Football Association, as for William Pickford, much concerned with an anniversary occasion planned for late October. There was celebration of the F.A.'s 75th birthday, to be marked in two special ways on the 26th of October 1938. One of these especially concerned F.I.F.A.; the other also had an international relevance.

Percy M. Young in "A History of British Football" (Stanley Paul, 1968) provides a background to what would have been Pickford's initial acquaintance with F.I.F.A. In a chapter head "Realism", Young told that when in 1903 the idea of an International Federation of Football Associations (to become known as F.I.F.A. in 1904) was first mooted, the English Association had stood aloof, although had accepted the need later of some forms of joint action. William Pickford's "Recollections" some 30 years earlier than Percy M. Young were of similar tone: "The formation of the International Federation on the Continent, in 1904, did not seem to concern us."

There were over the years some Football Association comings and goings with this European organisation. At a Finland conference, Pickford was elected a Vice-President of F.I.F.A. and attended several Committee meetings on the Continent. There arose, however, a dispute concerning certain Football Association requirements in respect of amateurism and there came its 1928 secession. Attempts were made from time to time towards a reconciliation, and the Football Association, through its 75th anniversary proceedings, saw an opportunity to further a growing relationship with F.I.F.A.

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Sir Stanley Rous, in his publication "Football Worlds: a Lifetime in Sport" (Faber and Faber, 1978) writes about that 1938 situation. Secretary of the Football Association from 1934, a post to be held for 27 years, Rous was able to tell of a relationship between the F.A. and F.I.F.A. that was on the mend. Concerned at the cost of the proposed celebration banquet, there was F.A. decision to stage a fund raising match, England against a F.I.F.A. representative team. As well as providing an attraction in its own right, there would be income towards the evening's banqueting needs.

Of the afternoon's fixture at Highbury, England were 3 – 0 winners versus F.I.F.A. opponents. Some histories name the opposition as a Rest of the World selection. The score is in any case agreed as a 3 – 0 win to England.

Regarding the evening's shared celebrating, football historian Bryon Butler described it as "the F.A.'s 75th anniversary banquet at the Holborn Restaurant, 26th October 1938. William Pickford, with nearly 50 years' service to the F.A., presided over 450 guests."

Apart from other mementoes of that footballing landmark, Pickford's "Recollections" have their own permanent note. This in the form of an added chapter, headed "The Football Association", being full printed version of a spoken statement given at the banquet in modified form, as response to the Toast to the Football Association, proposed by Lord Portal.

A purpose of the Pickford words in full printed form was to provide a version to be translated into French, German and Italian, that other countries could be offered some idea of the Football Association's history and what it stood for.

This added chapter of "Recollections" reflects in fact a number of qualities that might be recognised as characteristic of William Pickford himself. There is a real feeling for history, an understanding of and ability to portray people, a taste for anecdote, and a sense of humour. Importantly too, particularly for him, a conveyed appreciation of the key part that team work occupied in such undertakings as those with which he had ever been involved.

From the printed version of his speech, Pickford's humour was evident:

"That I am only a small cog in a big machine is perhaps shown by the fact that a telegram of congratulations sent to me was returned to the sender marked 'not known in Bournemouth.' Even a cog, however, has a place in the works."

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There was other speech reminder that “the machine in which we all are individually, small cogs, is a big one.”

“It was the first Football Association in the World. On the 26th October, 1863, in the Freemason’s Tavern, London, thirteen young men, representing ten clubs, who, when they wanted a game, hardly knew under what rules, if any, their opponents might play, met to talk it over.”

Of his own Football Association direct connection, when he joined the Council fifty years ago, although the game had spread and there were more than 29 affiliated Associations, only ten were able to qualify for a seat on the Council by having fifty clubs in membership. There were not many more than a thousand clubs in England. At the time of his speech, there were over 30,000 clubs playing Association football either in direct membership with or affiliated to the F.A.

From the broadening scope of his address can be read Pickford’s praise for F.I.F.A.:

“Then, if we come to that great Organisation, La Federation Internationale de Football Association, with its half hundred National Associations, great and small, in membership, some of whom have 9,000 or 10,000 clubs, we arrive at an enormous total of clubs all over the world playing the game we established only a lifetime back.”

Appropriate to this anniversary audience in many ways, there was Pickford development of a theme known to be close to his own heart, that which was then termed “amateurism.”

“Football began as a game and should be kept as a game. When I first played football the teams met in the middle of the ground and the victors gave three cheers for the losers and the losers gave three cheers for the victors, and we went home to tea and forgot all about it — except the bruises. It all depends upon the spirit in which the game is played.” “Too much importance should not be placed on the result of any match.”

Additional to the various merited measure of praise that Pickford during his banquet speech accorded others, there was announcement of a singular honour bestowed upon him. The President and Government of the French Republic had that day made Mr. Pickford a Chevalier de Legion d’Honneur, première classe.

The Jubilee occasion provided setting for those present to enjoy the immediate impact of Pickford’s words. Later distribution of the fuller

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extended version allowed for the influence to be savoured and retained by a significantly wider audience.

Ever with a sense of duty, as with timing, William Pickford completed his Presidential responsibilities at the Football Association's Jubilee celebrations, and was able to cherish his own personal landmark.

Of his return home, Mrs Evelyn Pickford has written. In her Foreword to William's 1939 to be published "A Few Recollections of Sport", Evelyn tells of his having arrived back from London, on October the 27th 1938, "rather tired, but satisfied that he had come through the celebrations without undue strain."

"He was able to go to business for two days but after that became indisposed and passed away in his sleep on the evening of November 5th, the 50th anniversary of the first Football Association Council meeting at which he was present."

SIXTEEN LEAVING A LEGACY

The first thoughts of others at the early November 1938 death of William Pickford were, as at the times of bereavement, with the grieving family. Although, apart from tributes to his wife Evelyn over the years, and awareness of them as loving partners and parents, there is limited public knowledge of her, or of their two children, something of their gifts as individuals is known.

The “Bournemouth Daily Echo’ on Monday the 7th of November 1938 opened its obituary notice with a paragraph that stated

“We deeply regret to record the death, which took place at his home, Mount Pleasant, Hampden-Lane, Pokesdown, Bournemouth at 10.30p.m on Saturday of Mr. William Pickford, the president of the Football Association, and doyen of Bournemouth journalists, at the age of 77 years.”

There was telling that

“Mr. Pickford attended the England v Europe football match on Wednesday, October 26th, and also the jubilee celebration banquet in the evening. He was at the Football Association meeting in London on the following day, and returned to his business at the “Bournemouth Guardian, Ltd.,” at 194 Commercial-road- of which he was a managing director — on Friday and Saturday, October 28th and 29th, when he felt unwell and had to take to his bed. Last Thursday he appeared to be making progress towards recovery, and got up for a short time.

He returned to his bed again on Friday, however, and passed away in his sleep at 10.30p.m on Saturday, as stated.”

There was then mention of William’s immediate family.

“He leaves a widow and two children, a son, Dr. Ralph Pickford, PhD, who is a lecturer in psychology at Glasgow University, and a daughter, Dr. Grace Pickford, PhD, who is now doing research work in zoology at the Yale University, U.S.A, and also for the Peabody Museum. Dr. Grace Pickford was in England on vacation last summer.”

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The “Echo” told that the funeral and cremation of the remains of Mr. Pickford would take place on Tuesday at the Bournemouth North Cemetery, at 12.30. By request there would be no mourning or flowers. Mrs. Pickford suggested that those who would have sent flowers might care to make a donation to a charitable fund. There was note that such a fund would be distributed “to charities and other deserving causes to be decided upon by Mrs. Pickford in conjunction with the Football Association.”

There was then an “Echo” summary of William Pickford’s upbringing, education and occupation, under heading “A Lancashire Man. Nation-wide fame in soccer.” The birth, during 1861, had been at Little Lever, near Bolton, Lancashire, where his father was congregational minister between 1859 and 1871. When the family came in 1871 to live at Pokesdown, the Reverend Elijah Pickford to the congregational church there, the place was then a little village two miles from Bournemouth.

From education at a Lewisham (Kent) school for the sons of ministers of the Wesleyan denomination, there was young Pickford’s choice of journalism as a profession. Then from the age of seventeen there were five years at the Bolton “Evening News.” When the “Bournemouth Guardian” was started in September 1883, occupation there provided opportunity to return to the Bournemouth area. The “Echo” November 1938 tribute makes a point concerning those earlier circumstances.

“It is interesting to record, in passing, that Mr Pickford from the time he came to the district, with the exception of the five years he spent at Bolton, lived at Pokesdown within a stone’s throw of the manse to which he came as a boy. . .”
“He never lost his native directness of speech and characteristic Lancashire sense of humour.

His Association with the “Bournemouth Guardian” lasted 35 years. It was, however, in Association football that Mr. Pickford gained nation-wide fame.”

The “Echo” profile of Pickford relates how the playing of soccer and a widening commitment led to marked progress through the ranks of county and national organisations. Always willing to consider innovation and to introduce rules or laws.

In addition to the domestic footballing responsibilities identified as under Pickford’s care during the period concerned, the Great War years of 1914–18 saw his Hon. Secretaryship of Hampshire F.A occupied with that body’s wounded soldiers fund sending 1,200 boxes of comforts to those serving in France and elsewhere. Obituary reference

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is made of his honours at local and county level, as nationally by the Football Associations and with the French Government.

The obituary notice consideration of Pickford's newspaper reporting career indicates that in addition to the number of "local 'stories' ", "he wrote many hundreds of columns of news and football articles for the metropolitan press."

Of Pickford's journalism, the "Echo" tells of an esteemed friend, on occasion of the Bournemouth-held conference of the British Federation of Master Printers, writing of Pickford having recalled for the gathering of some of his twenty years as a reporter. Among the events described were several murder trials, visits of royalty to the locality and that of the Kaiser to Highcliffe. There was telling of a Gladstone tour through Dorset on one of the home rule campaigns, and at Signor Marconi's experimental station at Bournemouth, the great inventor trying to explain to Pickford "Wireless waves."

Initiator, or partly so, of a number of organisations, Pickford had, the "Echo" informed, helped to start the Bournemouth Master Printers Federation, of which he was the first secretary, an office held until that body became a section of the Bournemouth Chamber of Trade. Over the years, of Bournemouth change overall, he had seen the town grow from having a population of less than six thousand, to one of about one hundred and thirty thousand.

The writer of the "Bournemouth Daily Echo" November 1938 tribute obituary in respect of William Pickford not only had a clear personal awareness of the man, and possibly a close friendship, but also a feeling for the achievements Pickford himself would have valued. There was, too, writer appreciation of Pickford's candour, and sense of humour. A complete lack of pretence, replying to a member of the Royal Family that he was "a provincial printer, sir," rather than "a newspaper editor" as he might well have said.

That Pickford was proud of his calling, the "Echo" writer was in no doubt, — "seen at his natural best when mingling, as he did every year down to this summer, with his staff of printers at their annual 'wayzgoose'." Pickford would have appreciated the achievements of men who had graduated under him on the former "Bournemouth Guardian", some of whom succeeded in Fleet-street, one to become the editor of a powerful London daily.

As announced tribute to the memory of Mr. Pickford, it was told that players of both sides at the forthcoming Scotland against Wales's international football match at Edinburgh would wear black armlets, similarly the England team shortly to meet Norway at Newcastle.

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The son and daughter of William and Evelyn Pickford would certainly have gained knowledge of their father from the tributes paid to his memory, in the “Echo” and other newspapers, as elsewhere. He would himself, with his wife been proud of their high qualifications, one a Professorship, the other a Doctorate.

Yale University library of New Haven, Connecticut was, in ready response of June 2006, able to provide information concerning Dr. Grace Pickford, — her awards, citations and honours. There was marriage to G. Evelyn Hutchinson, a zoologist known for his works on the ecology of freshwater lakes. He had joined the faculty of Yale University in 1928, retiring as sterling professor of zoology in 1971. The Yale University library holdings related to Grace Pickford are listed as including writings and notes of 1948, with 1986–1987 obituaries and memorial tributes.

The University of Glasgow in June 2006 was able to provide helpful advice relating to Professor Ralph Pickford. He had gone to the University as an assistant lecturer in January 1930. He was warden of Macbrayne student halls from 1931–1933, and became a lecturer of psychology in 1935. By 1954 he was acting head of department of psychology and senior lecturer. In 1955 he was the first appointment to the chair of Psychology at the University of Glasgow.

A Glasgow graduate “College Courant” article of Martinmas 1955 provided a light touch under the heading “Ralph W. Pickford, M.A., PhD, D.Litt, Professor of Psychology.” A paragraph read that

“Some time ago a group of psychology students found a gigantic van outside 12 University gardens with ‘Pickfords’ in large letters all over it. They sized up the situation at once, the chair of psychology was being delivered.”

The contributor, “S.D.N” was also able to declare that Glasgow graduates had heard with satisfaction that the university “has at last appointed a professor of psychology.” Equally welcome, the first occupant of the chair was no stranger, having been on the staff of the psychology department since 1930, in recent years as its head. He was well known through his publications to Glasgow students of psychology and to a much wider circle. Professor Pickford had published about eighty articles and three books, mainly reports of experimental studies of colour vision, visual perception, the psychology of art, and social and clinical psychology.

Plenty for which William and Evelyn Pickford might take interest and pride so far as their two children were concerned. Other than family achievements, there could be seen basically three fields of task to which William was himself committed.

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Firstly, professionally from early in his working life the occupation of printing became integrated with reporting, often of sport. Not only to his liking, but the advantage later that a disciplined apprenticeship and an acquaintance with the requirements enabled him in turn to instruct and to control. This in the fields of recreation as well as work. Arising in a way from his Bolton area years of playing football and some match reporting for the "Evening News" came the birth of what became a devotion leading in time to national heights. Second only to the needs of occupation, with those of family also in time, came a growing devotion to association football. In the key administrative posts that he was to hold in that game, and a considerable role in the shaping of its laws, it was of major help that he had not only played the game to county representative standard, but that he had also refereed for a while.

Thirdly, and remarkable in volume considering the extent of his other time-consuming commitments, there are Pickford's endeavours as an author. While primarily concerned with sport, but by no means all so. Those related to football, as appreciated by Peter J. Seddon's "A Football Compendium" (2nd edition, The British Library, 1999), have appeared in the earlier pages of this biography, as have works dealing with other sports.

For the availability of some of William Pickford's lesser writing, readers are indebted both to newspapers and to local public library services, by such names as they may have been known at the date of the publications concerned.

There has been preserved a set of a few photocopies labelled "Portsmouth Football Mail. Articles by W. Pickford. Sept. 1912 to Apl. 1914." These consist of "Veteran's views", with indication that they are "By W.Pickford." The contents are of essays using headings such as "London and its clubs." Here is offered comment that "The London journalist has difficult task, for he has to sail very carefully and avoid favouritism."

There is a "Veteran's" awareness of the footballing needs met by young men in the services. There is expression of Pickford's known sympathy for the lot at times of referees: "the poor old ref. is the butt of the critic always was and always will be." Tributes are paid where thought due.

Photocopy of a most interesting, possibly privately printed work, has a cover bearing boldly the letters "BSC", with illustration of a flower set on a stem of leaves. In the top right hand corner is imprint of "Bournemouth Municipal Libraries." The inside text is headed "Bournemouth Swimming Club. Coming of age reminiscences." Then

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the authorship, in brackets, (By W. Pickford). After An opening sentence that “On August 26th, 1910, the Bournemouth Swimming Club came of age,” an absorbing story is told. Group photographs at times contain a W. Pickford in their ranks. Among named “Captains of the Club”, from 1889 to 1901 is W. Pickford.

Among Pickford’s less well known published works are two of a nature not as a rule particularly associated with him. They are from their contents, of a kind for which he had a gift, certainly a taste.

“Stories from the Great War”, title page marked as “By W. Pickford”, would appear to be something of a private undertaking, indicated as “Printed at the ‘Bournemouth Guardian,’ Ltd., 142 Commercial Road.” The scenes might be seen as settings for short stories, creations of fiction based on true life 1914-18 World War situations. The writing shows Pickford’s appreciation of historic place and event, with a taste for developing conversation. There is also his regard for country and cause. The depiction of heroes has one of his characters, on a fast train from Bournemouth to Waterloo, an unboasting holder of the Victoria Cross. Regarding several of the number portrayed, as the crowd was to murmur at the conclusion of one story, — “these indeed were men.”

In the published “New Forest Tales”, William Pickford takes some well known landmarks and personalities, to either tell or recreate something of the surviving legend. A good example is “The Naked Man”, which he begins by stating “I doubt if these is anything left of it now, perhaps only the stump that once marked the spot,” not far from Wilverley Post. The story ends with the telling of a gruesome public execution. Of other legend sharing is “The Dragon of Bisterne”, which opens with offering of view that “I doubt if many of us really believe in dragons.”

“Knightwood Oaks” sets its time “In the days when women did as they were told, married whomever their scheming mothers and domineering fathers selected for them.” Pickford opens “Old Joe” with statement that “The ancient insularity of the New Forest is rapidly changing.” Towards this he cites “the iron road which was driven through its vitals” when the London and South Western Railway Company “stretched their tentacles further west.”

In this chosen form, William Pickford’s “New Forest Tales” helped preserve some of the folklore legends that had lasted the ages, in certain respects adding to them. In his own way, a reflector of history as well as, in part, being the creator of some.

Of the many warm tributes paid to the memory of William Pickford, in profession and at sport, understandably his better known achieve-

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ments received the prominent notice. In addition to positions held and works undertaken, the more publicly shared interests such as gardening and travel gained greater newspaper and other mention.

An enthusiasm shared with his daughter Grace, over a period of some twenty years, was the collecting of matchbox tops. Together, including from his F.A. journeys abroad, they accumulated a collection of many hundreds. Some he obtained through buying a light for his briar pipe. Others were retrieved from a gutter. On occasions, members of staff at "The Guardian" brought him a rare specimen. True to his methodical nature, Mr. Pickford filed the item and added its details to his index of the collection.

Among those to pay newspapers and other tribute to William Pickford were some who knew him well and were familiar with his interests, fully known and less so. He would have much appreciated the "Bournemouth Echo" identifying the changes of improvements he had helped to bring about in the laws of Association football, and in the rules of organisations. Would have valued the recognition that opinions expressed and recommendations made were based on personal experience.

The holding of opinions, at times firmly conveyed, did not always meet agreement. This is plain in an "Echo" obituary statement from Mr. G.J (Jack) Eden, who in May 1919 succeeded Pickford as secretary to Hampshire Football Association. There is Eden admission that "as a beginner I often crossed swords with him, and on one occasion replied to him through the 'Echo'. He did not forget this for a long time."

There were reconciliation, though, and Jack Eden ready recognition of that achieved by Pickford at all levels. Retaining for his lifetime the post of Hampshire F.A's Hon. Treasurer, and of continuing value to the organisation. Eden was able to state for the "Echo", of Pickford, that "He worked to the end, and as late as Friday last, while in bed."

As ever, ready with credit to those who contributed, Pickford in the Hampshire F.A's "Golden Jubilee Book" of 1937 recognised in respect of Jack Eden both the situations faced and the manner in which they were tackled. That "zeal and keenness" were "tempered by common-sense." Pickford would have appreciated especially of Eden that, as Pickford wrote, he was "one of those people who 'call a spade a spade,' and you can't get him to admit that it may be a silver toothpick."

Among the November 1938 "Bournemouth Echo" appreciations of William Pickford is one marked as being "From a Correspondent". This contributor states "this country and other nations have acclaimed

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and honoured Mr. W. Pickford for the work he did for football and its administration through the F.A.” After details of Pickford’s playing success, there is compliment that “He was, in fact, a great little centre-forward.”

There is “Correspondent” reminder that

“This brief note of Mr. W. Pickford’s sporting activities in Bournemouth would be incomplete without reference to other sports in which he took a great interest and a prominent part. He was associated with the rowing and athletic clubs of his early days, a cyclist — he began in this connection, he has recorded, on an old penny-farthing machine — and a pioneer of organised swimming and water polo in the town. He was one of the founders of the swimming club and he cycled many miles to towns in the adjoining counties to help popularise these sports and assist in the formation of clubs.”

“Correspondent” concludes with a compliment that would be echoed by many:

“In ‘Billy’ Pickford, it will be seen, Bournemouth has lost one who was distinguished all-round sportsman. He has passed, but his memory will endure.”

Also for the “Bournemouth Echo” able to remember Pickford with affection was Ted Robbins, Secretary to the Football Association of Wales. He told that

“Mr. Pickford was a fearless and straight hitter. He was a great friend to little Wales, and we shall miss him very much. The loss of this stalwart leaves a big gap in the masonry of the game.”

That gap in football, as in other directions, would in part be met by the legacy of the following on by others of what Pickford in his time had begun or helped to begin. The organisations he had been part of forming; his role in shaping the laws of football; a considerable wealth of published material. Much there to be associated with his name.

Many publications concerning sport, football in particular, have through acknowledgement in their text and inclusion in bibliographies, recognised Pickford’s work. Histories of Hampshire and Dorset F.A’s, as with the accounts of leagues in those counties appreciated the legacy of Pickford’s writing. The 1993 history of Fordingbridge Turks Football Club was able to make good use of Pickford identifying in Hampshire F.A’s 1937 “Golden Jubilee Book” the Turks, from 1868 formation, as “the oldest club in Hampshire, still in existence.”

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Ready always to recognise the achievements of others, William Pickford would, had he been alive to be aware, have appreciated the tribute paid to his father by David S. Young in "The story of Bournemouth" (Robert Hale, 1957). There is a mention of "the Rev. Elijah Pickford who began his ministry in 1871 and was a revered and influential personality in Pokesdown for the remainder of his life."

Very much a family man, as well as one of professional occupation and public service commitment in fields of sport, William Pickford might especially have valued what was in effect her tribute to him, the words of his wife Evelyn, inside the copy of his "A Few Recollections of Sport" passed to Hampshire F.A. There was written "To G.J. Eden. In memory of 'W.P.', the father of Hampshire Football. With kind regards from E.M. Pickford."

In all the years since the passing of William Pickford, aware of it or not, many of those associated with sport in the Bournemouth area, almost all connected with football and its Laws, have cause to be appreciative of Pickford's contribution to that which they enjoy. During August of 1996, there was an occasion that culminated something he would much have valued, with members of the wider Pickford family present to share.

The Bournemouth "Evening Echo" on the 22nd of August 1996, through reporter Kevin Nash, was able to report on what he referred to as "the opening of a building named after a world-famous ancestor," a ceremony conducted by Hampshire F.A. President, Peter Vine.

Kevin Nash wrote that:

"Hampshire F.A were keen to have someone from the family at the opening of their new headquarters, and were staggered by the response from a letter in the 'Echo'. Those who attended were from his brother Benjamin's side of the family, said Terry (middle name William) Pickford, from Sturminster Marshall."

The "Echo" was able to state that

"William Pickford House in Southampton is home to the Hampshire Football Association, one of the biggest county F.A's in the country, covering 2,400 clubs and over 3,000 teams. And it is named after one of the grand old men of the national game."

That naming ceremony, had she been present, would have pleased his wife Evelyn, in the way that it would have gratified William. A known acknowledger of what others attempted and achieved, it was fitting that those of a later date should in this way do so in respect of him.

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AUTHOR'S NOTE

Brian Barwick in his Foreword to this Biography of William Pickford has provided an appreciative summary of William's career and achievements in the world of football.

Fortunately for a biographer of William Pickford, there is a wealth of written material (published and private) of William's own making from which to draw. In using this legacy, there has been author's intention to tell of William's aims and achievements set against the times in which he lived. In addition to that gained from William's own words, there is much to be learned from the reflections of his contemporaries.

That various sources of information and recollection have been called upon, leads to a certain degree of apparent discrepancy in places. This has been referred to where it seems helpful to the reader.

There has in places been an element of repetition. This arises in the main from making use of William Pickford's reported speeches, reflective and reminiscent at times, and the biographer's adoption of what might be termed summary chapters, as in that, for instance, headed "Rule and Law".

In researching and writing a biography over a period of years, an author comes to feel an acquaintance with the person being written about. In the case of William Pickford, there has been a growing affection and admiration. In addition to the views of those who may read these pages, there is author's hope that William, with his wife Evelyn and their family, would have felt some sympathy for, and approval of, what has been attempted.

Further directions

The author's thanks are very much due to Hampshire Football Association for enabling this biography of William Pickford to be published. Personal studies over a number of years have included the lives of twelve people, each representing an area of committed interest (four bands, each with three strands).

Considerably encouraged by the opportunity provided in connection with the William Pickford biography, is a work titled "Three Achievers", being a collective biography of three sportsmen who were on the Hampshire County Cricket Club staff at the same time, as well as featuring in the same Southampton FC team together for a while – John Arnold, Ted Drake and Arthur Holt.

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From lessons learned in working on the life of William Pickford is that in order to achieve, it is necessary to commit, something to be applied always to this future project. To William Pickford, – thank you for that.

Norman Gannaway,
Lymington.

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ACKNOWLEDGEMENTS

The writing for publication of a biography such as this of William Pickford, owes much to those involved in what William himself would have recognised as a team effort. This list is by way of acknowledgement to those who have been very much part of that team.

Firstly, thanks to Brian Barwick, former Chief Executive of The FA, for his most apt and appropriate Foreword. The author is particularly grateful to John Ward (Chairman of Hampshire FA Council and FA Council Representative) for his valued encouragement from the start of this project. Also to Neil Cassar (Chief Executive of Hampshire FA) for his time and expertise during the various stages of preparations and publication.

Much has been gained from ready access to material at various newspapers ("Bournemouth Echo", "Poole Advertiser", "Southern Daily Echo", "Lymington Times" and "Western Gazette") and Libraries (those at Bournemouth, Lymington, Poole, Portsmouth, Southampton, Winchester (including the Hampshire Record Office), and The British Library). Thanks are due to all who have offered unfailingly helpful welcome at these establishments. The University of Glasgow, as with that at Yale, have provided much welcomed information regarding Professor Ralph Pickford and Dr Grace Hutchinson (nee Pickford) respectively, son and daughter of Evelyn and William Pickford. Thank you to Colin Richardson and colleagues at Messrs Hobbs, printers of this biography, for all professional care and advice during the printing and publication process.

The author's warmest personal thanks to his wife Evelyn, for her constant support and understanding in the face of all his virtually life-long addiction to sport, and the writing of its history.

Sources of information quoted from are identified in the text of this biography, and have done much to fill in a picture not only of William Pickford's life and work, but also that of his setting and those among whom he lived.

In addition to collective acknowledgements, individuals whom it is wished to thank are: Ray Barnes, David Bull, John Carter, Gary Chalk, Paul Creeden, Jez Gale, Colin Green, Paul Green, Aidan Hamilton, Scott Harrison, Daren Hills, Clare Hodder, Duncan Holley, Michaela Horsfield, Rachel Hosker, Joss Jenkins, Diane E. Kaplan, Tom Kelly, Alan King, Josh Lacey, Jan Marshall, Tracy Parker, Q-Print (Ashley), Sandra Powlette, Tony Richards, Lesley Richmond, Roundhouse Computers (Lymington), Linda Silverman, Lloyd Stratton, John Thorn, Steve Turner, Peter Vine, Thura Win.

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LIST OF PICKFORD CUP WINNERS

1921	Bournemouth Tramways	1976	Talbot Rise
1922	Boscombe	1977	Sway
1923	Boscombe	1978	Trinidad
1924	Bournemouth	1979	Telephone Sports
1925	Bournemouth	1980	B.A.C.
1926	Bournemouth Gasworks	1981	Trinidad Bluebird
1927	Boscombe	1982	Trinidad Bluebird
1928	Boscombe	1983	Telephone Sports
1929	Boscombe	1984	Verwood
1930	Bournemouth Gasworks	1985	Wellworthy Athletic
1931	Boscombe	1986	Verwood
1932	Poole Town	1987	Telephone Sports
1933	Boscombe	1988	Trinidad Jolliffe
1934	Bournemouth Gasworks	1989	Westover Motors Bournemouth
1935	Bournemouth Gasworks	1990	Ferndown Town Sports
1936	Bournemouth Gasworks	1991	Bournemouth Post Office
1937	Not Held	1992	Westover Motors Bournemouth
1938	Bournemouth	1993	Bournemouth Civil Service
1939	Kinson United	1994	Westover Motors Bournemouth
1940-1950	No Record	1995	Bournemouth Civil Service
1951	Bournemouth	1996	Kinson
1952	No Record	1997	Westover Bournemouth
1953	Lymington	1998	Bournemouth Civil Service
1954	Lymington / Poole Town	1999	Bournemouth Electric
1955-1957	No Record	2000	Westover Bournemouth
1958	Bournemouth Gasworks	2001	Pennington St Marks
1959-1970	No Record	2002	Bournemouth Electric
1971	Christchurch	2003	Westover Bournemouth
1972	Parley Sports	2004	Bournemouth Electric
1973	Bournemouth	2005	Suttoners Civil
1974	AFC Bournemouth	2006	Sway
1975	Cooper Dean	2007	Suttoners Civil
		2008	Old Oakmeadians

This data has been provided by the Bournemouth Divisional Football Association from information contained in their handbooks