

No.29 William Richard Long

Right-winger Billy Long had a dancing, pattern weaving style of play and, consequently, was a firm favourite with the Cross Keys crowd.

He had been born in Tividale, 19 April 1899 and had joined Hednesford Town in 1917, during the First World War, playing in the Hednesford Collieries team which was resident at the 'Keys' during the hostilities.

He was a member of our 1919-20 team, which reached the first round proper, losing 2-0 at Castleford after injuries to Rogers, Lyons and Billy himself had decimated the side on the day.

Billy signed for West Bromwich Albion in August 1920, making his debut, 16 October 1920, at home against Blackburn Rovers in a 1-1 draw. He retained his place for the following Saturday, which resulted in a 5-1 defeat away at Huddersfield.

His style was not considered conducive to Albion's more direct approach and he returned to Hednesford, much to the delight of our spectators, at the end of the 1920-21 season.

Billy had a spell with Brierly Hill Alliance from August 1923 before retiring in May 1932. He died in Dudley in 1960.

