

No.69 George Victor Heseltine

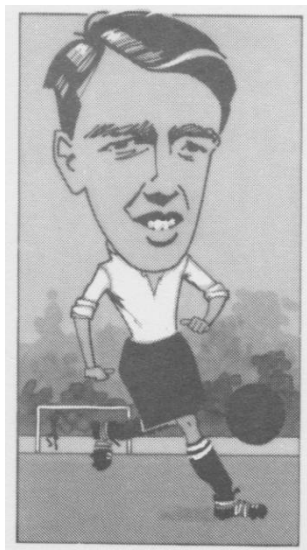
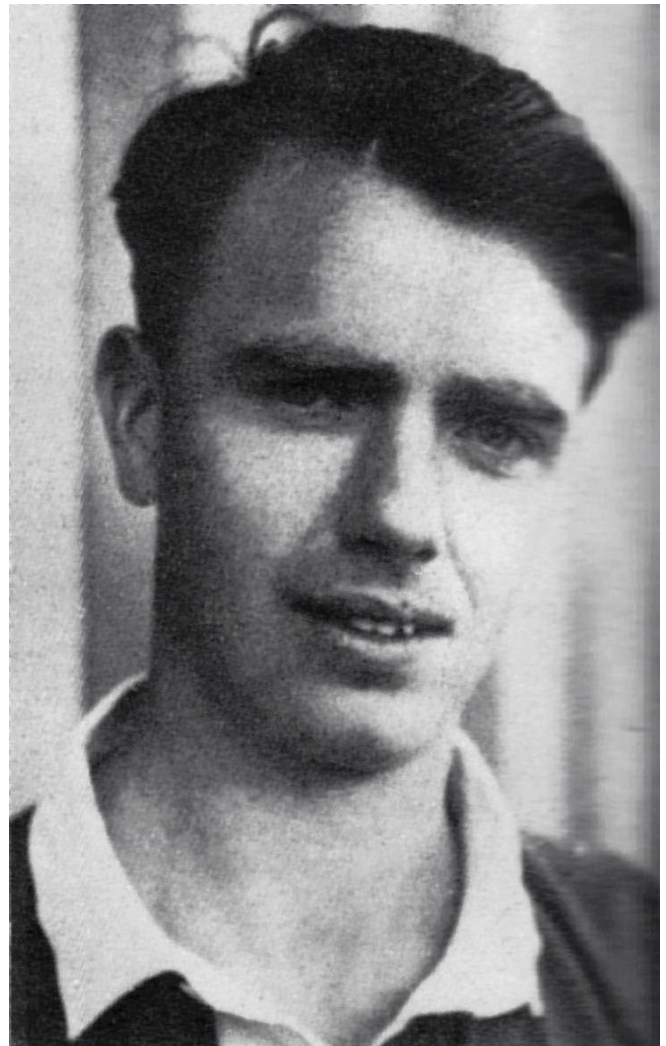
Although he had performed in Hednesford's reserve side for more than half of the 1948-49 season, inside right George Heseltine played only three times for the first-team before the Football League opened its doors.

Born in Wolverhampton, 25 March 1926, George made the first of those three appearances, 29 January 1949, in a 3-0 defeat at Nuneaton in that season's Birmingham Senior Cup semi-final; the second of those trio of games was a home fixture against the Baggies' reserves, 5 February, which resulted in a 1-1 stalemate. Playing for Albion that day was former Hednesford inside-left, Norman Allsop, who had made his move to the Hawthorns almost twelve-months earlier.

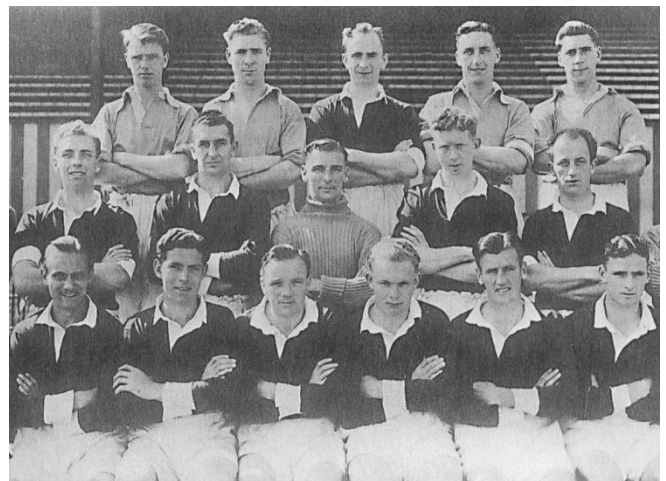
Less than two weeks after his Hednesford first-team debut, George was at Fellows Park where former Hednesford Town and Aston Villa legend, Jackie Maund, was the club's second-team coach.

George would go on to play four times in the Third Division South that season as Walsall finished in fourteenth place. At the end of the 1949-50 campaign, Walsall had slipped to nineteenth position and George, spending most of his time in the reserve-team and being used mainly as cover for more experienced men, had made the same number of senior games as he had the previous season.

In July 1950, he moved back into non-league football with Stourbridge whilst also becoming an electrician at Hopyard Foundries in Coseley. George spent the last 26 years of his working life in the police force as a local police sergeant until retirement in March 1986, settling in Little Hayward.



From a set of 24 by Dave Shaw



George pictured far left, top row, in Walsall's 1949-50 squad.