

LONG, JOSEPH A

Joseph A. LONG, president of the J.A. LONG Company, of Portland, and long recognized as the most extensive dealer in poultry, butter and eggs in the United States, has exemplified in his career what amazing developments may arise from one's "day of small things" and has thus furnished the world an object lesson in the combined value of applied energy and enterprise that might profitably be heeded in many quarters today. When Mr. LONG started in the produce business his sole possessions of a material character were a blind horse, bought "on time," and a rickety wagon, with a barely sufficient fund of small change to carry him over his first "huckstering" trip over the highways out of Portland. That was in the spring of 1883, less than forty years ago. Today the J. A. LONG Company stands pre-eminent in its class, with buying stations and packing houses covering the country, and the largest creamery east of the Mississippi river, the aggregate of the produce handled annually through these agencies being sufficient almost to stagger the imagination. It is gratifying to note that Mr. LONG is a native Hoosier, a fact of which he never has ceased to be proud, and he certainly has done well his part in helping to put Hoosier Dom "on the map." He was born in the town of Warsaw, county seat of Kosciusko county, Indiana, November 23, 1865, and is a son of John and Hannah (STAUFFER) LONG, the latter of whom died at that place in 1869, leaving three children, the subject of this biographical review and his brother Herbert and sister Ida. John LONG, who died at Portland in 1919, married, secondly, Matilda STRAUSS, and to that union were born three children, two of whom, Clarence and Jessie, are living. John LONG was born in Pennsylvania and grew to manhood in that state, becoming a blacksmith, a vocation he followed all his active life. He was married in Pennsylvania and not long afterward came to Indiana and located at Warsaw, where he remained until 1874, when he moved with his family to Converse, this state. Three years later he moved to Portland, and in this latter city spent the remainder of his life.

By a comparison of dates here set out it will be noted that Joseph A. LONG was about twelve years of age when he moved with his father to Portland. He was graduated from the high school there in 1882, at seventeen years of age, and the next year, in the spring of 1883, started his highly successful career as a produce dealer, starting out, as has been stated, with a blind horse and a small wagon to "huckster" throughout Jay county. Personality counts. Many a young man has started out huckstering. Many have done well at it and have gone on until they have created a well-developed business. Joseph A. LONG went on until he has long been recognized as the leader of his line in the United States, and it was the friendly manner in which his initial labors throughout this region were received by the people, this friendliness being based upon the pleasant manner of the young man's "approach," that formed the basis of this success. It was not long until he was able to add to his road equipment, and in due time he had five large wagons working the territory hereabout. In 1896, thirteen years after engaging in the produce business, Mr. LONG established his first branch buying station, this being

located at Celina. The business continued to grow, other buying stations were established, packing houses were erected, the great creamery at Union City was established, clearing houses were created in Cleveland, Buffalo and New York City, the business continued to expand, and in 1911 it was incorporated as the J. A. LONG Company, with Joseph A. LONG, the founder and promoter of the same, as president of the company, which now has no fewer than 259 buying stations, twenty-two packing houses, two of which are given over to meat packing, the great creamery at Union City with its capacity of 1,000,000 pounds of butter a month, and the countless ramifications which a concern of this magnitude must include. That the home office of this great concern is in Jay county is a point worthy of special note in this history of the county. In addition to his duties as president of the J. A. LONG Company, Mr. LONG has numerous other interests which reveal his enterprise. He is the vice-president of the First National Bank of Portland, president of the Lehigh Clay Products Company of Lehigh, Iowa, and is connected also with the Portland Drain and Tile Company, the Portland Silo Company, the Knocker Shirt Company, the Portland Body Works and the Portland Egg Case Company. In his political views he is "independent." Fraternally he is affiliated with the local lodge of the Knights of Pythias, and he and his wife are members of the Lutheran church.

In 1887 Joseph A. LONG was united in marriage to Mary TIPTON, daughter of David TIPTON, and to this union one child was born, a daughter, Mabel, who married Allen P. RICE, manager of the J. A. LONG Company's creamery at Union City, and has one child, a daughter. Hazel. Mr. and Mrs. LONG have a very pleasant home at Portland and have ever taken an interested part in the city's general social activities.

SOURCE: Milton T. Jay, M.D., History of Jay County Indiana, Historical Publishing Co., Indpls. 1922, Vol. II, pp.144-145. Transcribed by Eloine Chesnut.