

THE LONG & ALLSTATTER CO.

No local concern stands forth more pre-eminently, as a leader in its particular class of work than does The Long & Allstatter Company, manufacturers of power punching and shearing machinery and agricultural implements. With its origin in a small shop, over half a century ago, this Company has grown into one of Hamilton's larger factories and has gained for itself an enviable reputation. At present the plant occupies quite a large area on High street, Hamilton, the buildings on the north side of the street being used for machine shop and foundry, and those on the south side for one of the most modern power plants in this section. The history of the firm has been one of continuous progress, the size of the plant having been increased at almost regular intervals until their land is entirely taken up with buildings.

In 1855 John M. Long, a skilled and ambitious mechanic, was foreman in the old Owens, Lane and Dyer machine shop. Peter Black was a blacksmith doing a general smithing business in a shop of his own on Water street (now Monument Ave) across the street from the spot on which the City building now stands. Another ambitious mechanic, Robert Allstatter, a file cutter by trade, had a place of business in Mr. Black's building where the firm of Allstatter and Schliesman were cutting files and sickles. In the year 1856, these three hustling young men, Long, Black and Allstatter got together and the firm of Long, Black & Allstatter was established and started active business in Black's shop. The capital of the firm was principally the brains and brawn of its members. Long and Allstatter each had a few hundred dollars and Black furnished the shop, which, fortunately, was situated alongside the hydraulic, a great and valuable water-course in those early days, and the water power thus obtained served them well. Springfield reaper manufacturers secured sickles and sometimes their finger-bars from the little but growing shop. It was not the day of big advertising but the managers of the enterprise were wide-awake and doing and they soon found that quite a paying business had been established.

In 1857 the firm found that there was a wide-spread demand for machinery for cutting and gathering the grain crops. In that year two combined mowing and reaping machines, made entirely of metal, were manufactured. They were known as the "Iron Harvesters." A big reaper contest was held at Hamilton and these machines, though far from perfect in their mechanism and general make-up as compared with the reapers of today, received the second premium. They missed getting the first award only because their harvesters were not supplied with a self rake. There had been iron mowers built previous to this but these two "Iron Harvesters" were the first iron reapers built in the country. No sales were made the first year, as the two machines were built merely as a test. But in 1858 sixty-five machines were disposed of and they were soon in great demand.

The company discovered when doing its sickle work, that all the punching and shearing machines made in the country were more or less inefficient. With characteristic determination the men set to work to get up machines of their own. These punching and shearing machines proved to be so superior that the company was soon called upon to fill orders for them from many manufacturers of reapers and other implements. In 1859 the concern sold three hundred harvesters. The reaper men naturally did not fancy their sickle-makers going

into the harvesting manufacturing business; but nevertheless, in this year the concern sold about fifteen thousand sickles. The next year eight hundred of the iron harvesters were sold at good prices and good profits. The concern found it had a splendid opening but was too timid to build in advance of actual sales. The punching machine business was constantly growing and improved machines were constantly being gotten out and sold to various branches of the trade, including car works, safe makers and others. In this year the shop took up the manufacture of two horse corn drills, and feed cutters. In 1861-62 business fell off owing to the war and the high price of iron. In 1863, the manufacture of hay rakes was taken up and this year about eight hundred harvesters were sold and a great deal done in supplying cultivator points and parts to other manufacturers of implements, the experience of the shop in punching and shearing and polishing having put them in a superior position in this line.

About this time property on the south side of the street across from the water-power was bought. It was the old Hamilton and Rossville Female Academy where the City Building now stands and which was bought for twenty-five hundred dollars, and the factory now occupied both shops, which were connected by a shaft across the street. About 1871 Mr. Black retired and the firm name was changed to Long & Allstatter, with a right to remain in the old shop for two years. Mr. Black continued to operate a blacksmith and machine shop in the northern part of the premises, where he began the manufacture of portable engines.

In 1873 Long & Allstatter moved into the new shop on the

corner of Fourth and High streets (the present location) and soon dropped the manufacture of harvesters, as self-binders were then coming into use, and they had not succeeded in getting one that was satisfactory. They took up the manufacture of hand plows, sulky-plows and cultivators, and pushed the sickle business and the punching and shearing machines.

In 1874 Charles E. Macbeth and Herman B. Snider acquired an interest in the firm and the name was changed to Long & Allstatter. Mr. Macbeth had been a member of the firm of Bentel and Margedant until their plant was destroyed by fire. In 1878 the concern was incorporated as The Long & Allstatter Company, with a capital stock of two hundred thousand dollars and the number of stockholders was increased. In 1881 the sickle and section business had grown to such an extent that the firm ranked as the second largest producer of that line of goods in the country. About that time there was an effort made among manufacturers of that class of goods to get together in a combination but this plan did not meet with the approval of The Long & Allstatter Co., so they concluded to sell out that branch of their business which was done on very satisfactory terms. They were producing at the time about fifty thousand sickles a year in addition to a large number of complete cutting outfits for harvesters. Since that time the business has branched out along other lines but with the same success. The punching and shearing machines have been kept up to the highest standards for machines of this kind until today the company is an acknowledged leader in their line, not only in this, our own country, but in the world.

The agricultural implement branch of the company's ac-

tivities has progressed and they are now distributing a great many cultivators, disc harrows, moldboard and disc sulky-plows, hay rakes and other small tools through the different states annually.

The increase of business has compelled the company to enlarge its plant from time to time to meet the increasing demands for their products until the factory covers all their available ground. The men at the head of the firm are all practical shop men and supervise the work personally. Mr. Allstatter retired about the middle of the eighties and his original partner, John M. Long died on June 29, 1901. At his death it was truthfully said of him that no man in the community had given more freely of his time and resources for the public good, than had John Martin Long. At his death, his son, J. M. W. Long took the managerial end of the concern but he also died in January 1905. He did much to lift the firm to its present prominent position.

The company is still capitalized at \$200,000 and the present officers are: L. A. C. Long, president; Carl F. Long, vice-president; Charles E. Macbeth, secretary and treasurer and F. Pierce Long, superintendent.

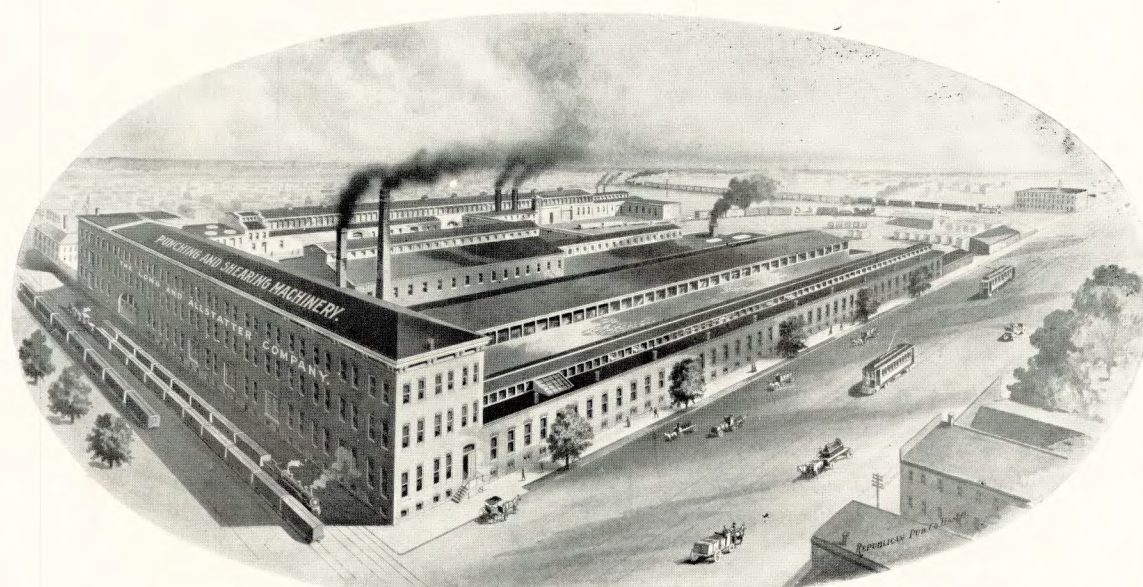
The biography of John M. Long, one of the original founders of the Long & Allstatter Company, is an interesting one. Mr. Long was born in Germany, October 14, 1825. His father, James Martin William Long, was a miller and his mother, Mary Ann Mohr-Long, was a native of Fulda, Germany, a small hamlet about nine hours ride from Mettingen. Mr. Long came to this country with his parents in 1836, the family first locating in Richmond, Virginia.

They remained there for two years and then removed to Cincinnati, where John M. Long, the son, attended night school and learned the trade of a machinist. He had a natural aptitude for his chosen calling and mastered it with great facility and proficiency.

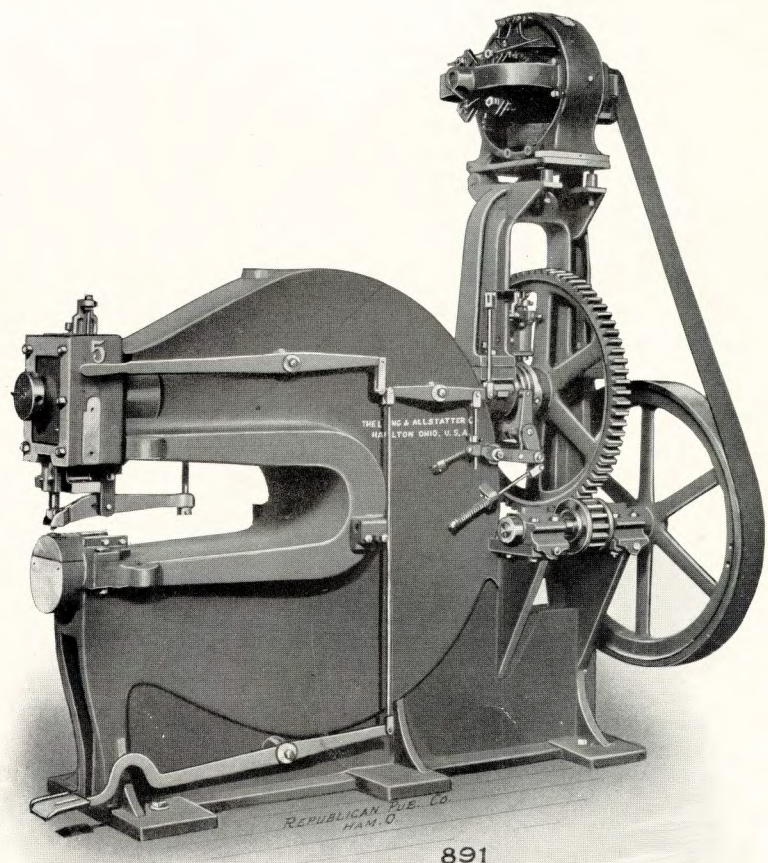
In June 1848, he was married in Cincinnati to Miss Mary Ann Neather, and in 1854 he came to Hamilton, where he permanently located and accepted a position as foreman in the machine shop of Owens, Lane & Dyer, with which firm he remained for one year and then formed the business relations and associations with which his name was so long and so prominently connected, the firm of Long, Black & Allstatter.

Mr. Long was president of the board of trade, a live organization during its day, and with his means, his counsel and advice, he was ever active in shaping anything that would tend to the city's interest and advancement. During the discussion and inception of the city water works he was ever a strong advocate of municipal ownership. He was also chief of the Hamilton fire department in 1866-67. For two terms Mr. Long served in the city council and in his official career he was always on the side of the city's rights.

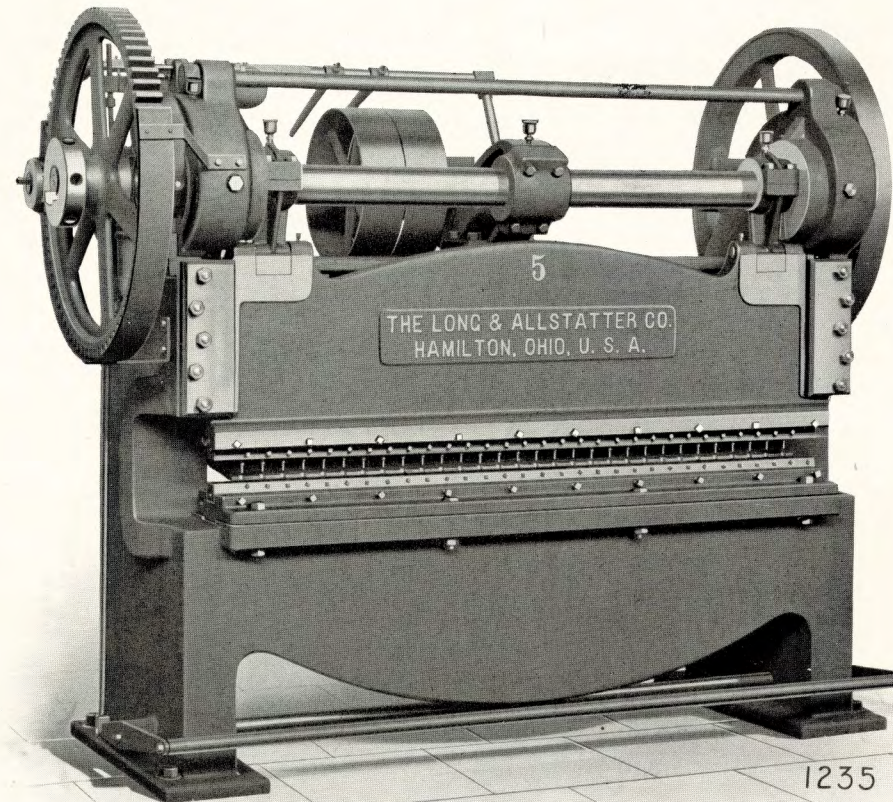
In politics John M. Long was a life long Republican. He never aspired for office himself, but he always contributed liberally of both time and money to the legitimate issues involved in the party's success. For eight years he was chairman of the Republican county central committee and filled the position well. He was a conservative business man, a progressive and public spirited citizen and a Christian. The example set by him during his life is worthy of emulation.



BIRDEYE VIEW OF THE LONG & ALLSTATTER PLANT



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