

William Long (brother of James Long)

First to land in Australia

■ The late **Alan C Long**, family historian, wrote of **William Long**, brother of businessman **James Long** (1830-1916):

William Long, born at **Burriss O’Kane, Country Tipperary, Ireland**, in 1827, was the third son of **James** and **Eliza Long**.

Shipping records state that a ‘**William Long**’, 26 years, single, from **Tipperary**, arrived in **South Australia** on the **Lysander** on November 20, 1851.

It appears that **William’s** brother, **James**, arrived in **South Australia** seven days later, aboard the **Hydaspes**.

They may have worked together as both names appear in **Geelong (Vic.)** between 1857 and 1860.

William married **Lucy Smith** in the residence of **Mr John Smith, Soldier’s Hill, Ballarat**, on September 29, 1860.

They were married by the **Rev, Mark W. Bradney** of the **United Methodist Church**. **William’s** occupation was given as baker.

It is believed that **Lucy** is from the second marriage of her father **John**, and that he had a disagreement with his parents, came to **Australia**, and changed his surname.

Later he was advertised for in **Australia**, to claim a large sum of money, but he would not claim it.

He said to his wife: “I am **John Smith** now and will stay that way.”

It is understood that his father was a wealthy businessman, something to do with cotton.

William Long later conducted a grocery business in **Durham St, Ballarat East (Golden Point)**.

He was well-known and respected as a local preacher. His grand-daughter **Elsa Long** has a **Bible** which has the following inscribed therein:

“Presented to **Br. W. Long** by the **Church of Christ** meeting at **Mt Clear** as a slight recognition of your past labors with us in the **Lord**.”

- **Mt Clear. Nov. 9, 1885.”**

William’s third child, **George Walter Long**, after working for his uncle **James**, went into partnership with his cousin **Alf Smith**, who were later to join the amalgamation of **A W Allen Pty Ltd**.

A copy of the history is placed in a copper container and buried under the foundation stone of **A W Allen’s**

Aboard the Lysander

The **Lysander** was just one of around a dozen ships owned by **Messrs Marshall and Eldridge** of 34 Fenhurst St, **London**, carrying passengers and cargo on the **London-Australia** route, the partnership being an influential factor in the development of the colonial economies.

With a one-way voyage averaging around 110 days, lay-offs for refitting and awaiting cargo and a couple of inter-colonial runs, it was usually 12 months before the average vessel completed a full round trip, and the **Lysander** arrived in **Melbourne** for the final time in December, 1851.

Other than a couple of brief mentions in the press of her role in bringing news of **Victoria’s Separation**, the **Lysander** attracted little attention, but late in the following year, the ship was thrust into the forefront of the public’s notice.

With the flood of immigrants to the gold fields, the new administration’s infrastructure was under intense pressure to provide basic services, and the **Victorian Government** purchased the **Lysander** in October 1852 as a hospital ship.

new **Melbourne** factory on November 21, 1922. The following is an excerpt:

“In the year 1898, **Mr George Walter Long**, in partnership with the late **Mr Alf. Smith**, commenced business in **Napier St, Fitzroy**.

“For many years **Mr Long** travelled and built up a good country connection, his partner attending to the books and despatch of goods.

“Success also followed this firm, and there was a pang of sorrow when **Mr Alf Smith**, and a short but painful illness, was called away.

“For a time **Mr Long** carried on

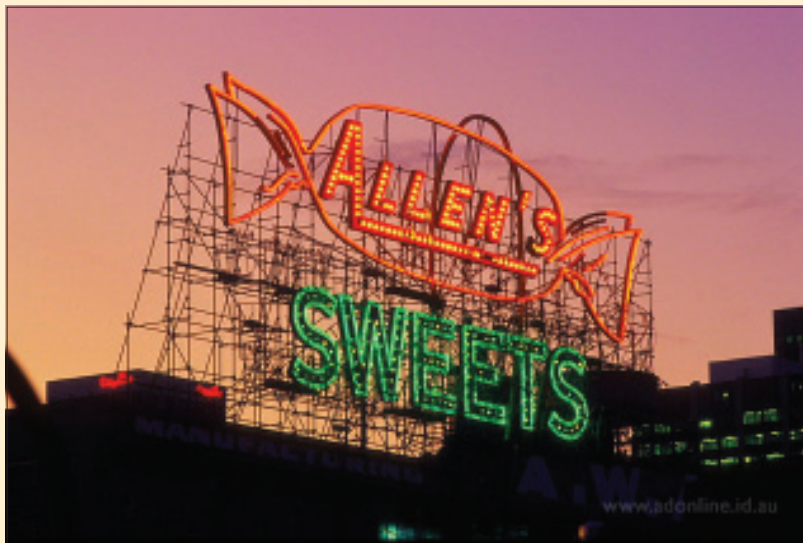
this healthy business which had now gone into larger buildings built by **Mr Long** for the purpose, in **Young St**, the site of the factory when the amalgamation took place in 1917.

“(Mr Long) acquired his partner’s interest in 1914 owing to **Mr Smith’s** ill health.”

William Herbert Long, another son of **William**, was a **Mason**.

In 1930, he was installed as Master of the **Prince of Wales Lodge No 40 - Smythesdale**.

In 1935, he became Master of **St George’s Lodge** of **Mark Master Masons No 24 at Ballarat**.



● The A W Allens sign at Riverside Ave (now Southbank)