This house, which McAlester would refer to as 'Contemporary' style, was built around 1953-54 by Geyer of Wellington, Ohio and was designed by Oberlin architects Douglas Johnson and Max Ratner. A ribbon of 1/1 windows spans the front (south) facade; the bottom panes are about 3 times larger than the top. Three piers, one at each end of the facade and one in the center, angle in toward the foundation and out toward the eaves and divide the facade into two sections. The left section contains 5 windows and the right 6 slightly smaller ones - the flush horizontal wood siding extends farther upwards below the latter. The lot is heavily wooded, rendering the west elevation only somewhat visible and the east not at all. Facing west, a wood post supports a simple flat roof porch that covers a small patio; the trees and patio obscure the door. Also visible on the west elevation is a shed roof that slants slightly down toward the front.

Along with the neighboring residence with which it shares a driveway, this house was built in 1954 by local architects Douglas Johnson and Max Ratner. The first residents were James F. 'Bill' Long and his family: wife, Vee, and children Mark, Karen, Krista and Pam. Long was a prominent businessman and benefactor in the community who was born in 1913 and died in Oberlin on December 19, 1991. Though his legal name was James Franklyn Long, he adopted the name of 'Bill' while writing a college essay on Bill Haywood, organizer of the Wobblies. Long said his grandfather gave him the nickname, Bill, which is how most in town referred to him. Bill Long was born and raised in Baltimore, Md. He worked in his family's produce company. From his earliest days, he was interested in organization, continued...

This house shares a driveway with 436 Morgan, which was built at the same time by the same architects. It is set rather far back from a residential road in a wooded lot.
1. No. LOR-1915-21
2. County Lorain
5. Historic or Other Name(s) Long House

8. Site Plan with North Arrow

Morgan

(to cemetery)

N

Colony

Door Selection: Corner
Door Position: Flush
Orientation: Lateral axis
Symmetry: Repetition of bay arrangement

Report Associated With Project:
NADB #: 
co-operatives and politics. He attended Heidelberg College, majoring in History and English. After college he began working for the Ohio Farm Bureau Co-op, working with the membership organization trying to get farmers to invest in the co-op. He was drafted, trained as a medical administrator and headed his platoon. Long moved to Oberlin in 1948 to help the Oberlin Co-op. Prior to this he had been doing some work organizing steelworkers in Lorain. During his tenure at the Co-op Long significantly raised the volume of food business (went from $19,000 to $700,000). The Co-op organized community projects like collecting money for the Senior Bus, Head Start and other local concerns. In the upstairs Co-op bookstore, Long had a railroad train display that was a longtime holiday favorite. Each Christmas, bus loads of children came to operate the trains and visit Santa. Long was elected to City Council in 1957 and became part of a core group with a liberal platform. Oberlin College Professor Aaron Wildavsky included a special chapter on Long and his love of politics in his book, 'Leadership in a Small Town.' Long was instrumental in getting the Federal Aviation Administration’s Air Traffic Control Center to locate in Oberlin and developed the Artino Street Industrial Park. He organized the Oberlin Improvement and Development Company, a stock company selling stock to people in town. That company eventually sold land for construction of the Firelands Retirement Center (now a College dorm behind Rax). Long advocated against discrimination and for fair employment. Long was interested in developing a play about the Oberlin-Wellington Slave Rescue. He helped develop the Fair Housing Code, the first in Ohio, increased minority hiring at the bookstore, was active in establishing the Oberlin Community Foundation, supported a public swimming pool and a 'Charles Martin Hall' park, though the latter attempted projects both failed.

44. Description of Environment and Outbuildings (Con’t)

45. Sources (Con’t)