

COMMENT ON NATIONAL REGISTER NOMINATION

ADDRESS: 3031 N 21st Street, De Long Hook & Eye Company Factory

OVERVIEW: The Pennsylvania Historical & Museum Commission (PHMC) has requested comments from the Philadelphia Historical Commission on the National Register nomination of 3031 N 21st Street located in North Philadelphia and historically known as the De Long Hook & Eye Company Factory. PHMC is charged with implementing federal historic preservation regulations in the Commonwealth of Pennsylvania, including overseeing the National Register of Historic Places in the state. PHMC reviews all such nominations before forwarding them to the National Park Service for action. As part of the process, PHMC must solicit comments on every National Register nomination from the appropriate local government. The Philadelphia Historical Commission speaks on behalf of the City of Philadelphia in historic preservation matters including the review of National Register nominations. Under federal regulation, the local government not only must provide comments, but must also provide a forum for public comment on nominations. Such a forum is provided during the Philadelphia Historical Commission's meetings.

The De Long Hook & Eye Company Factory is significant under Criterion A in the area of industry as home to one of the largest and best-known manufacturers of notions and sewing accessories in the United States during the first half of the twentieth century. In 1889, Frank Emerson De Long patented an innovative form of hook and eye fastener. In a factory in Philadelphia, De Long immediately went about manufacturing his hooks and eyes, which very quickly became the most popular and widely available form of garment fastener in the United States. Sold from the catalogs of national suppliers like Sears and Montgomery Ward, and in department stores and pharmacies in thousands of cities and towns, the De Long Hook & Eye became an iconic American product in just a few short years. By the late 1910s, as the hook and eye began to decline in popularity, De Long pivoted, investing significantly in the development of snap fasteners, which were quickly becoming standard in many forms of women's clothing. Around the same time, De Long relocated to a new, purpose-built factory at 21st and Clearfield Streets in North Philadelphia, which was completed in 1918. This large, modern facility allowed De Long to increase the efficiency of its production, especially of snap fasteners, which helped the company to remain one of, if not the largest, manufacturers of notions and sewing accessories in the country for many years to come. The period of significance of the De Long Hook & Eye Company Factory begins in 1918, when the factory was completed and began operations, and ends in 1962, when it was finally closed after having been acquired by the Scovill Manufacturing Company in 1955. This property is not listed on the Philadelphia Register of Historic Places.



View of the De Long Hook & Eye Company Factory looking Northeast

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: **De Long Hook & Eye Company Factory**

Other names/site number:

Name of related multiple property listing: **N/A**

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: **3031 N. 21st Street**

City or town: **Philadelphia** State: **PA** County: **Philadelphia**

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide X local

Applicable National Register Criteria:

X A B C D

<p>Signature of certifying official/Title:</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p>State or Federal agency/bureau or Tribal Government</p>	<p>Date</p>
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<p>In my opinion, the property <u> </u> meets <u> </u> does not meet the National Register criteria.</p>	
<p>Signature of commenting official:</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p>Title :</p>	<p>Date</p> <p>State or Federal agency/bureau or Tribal Government</p>

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>2</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>2</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY/PROCESSING/EXTRACTION – Manufacturing facility

Current Functions

(Enter categories from instructions.)

VACANT/NOT IN USE

7. Description

Architectural Classification

(Enter categories from instructions.)

Other (Industrial)

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Concrete, Brick

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Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The De Long Hook & Eye Company Factory is a four-story, reinforced concrete manufacturing building in North Philadelphia. It is situated on the east side of North 21st Street between West Toronto Street and West Clearfield Street (Figs. 1 and 2). Designed and built by the William Steele & Sons Company of Philadelphia, work on the factory began in 1917 and was completed in 1918. Characteristic of large factories built in the United States between about 1910 and 1930, the building is strictly functional in appearance, featuring a strongly rectilinear form, an exposed structural framework of reinforced concrete, and large, multi-light steel factory windows. East of the factory is a one-story brick boiler house, which was built at the same time and features a prominent, raised ventilation monitor along the north-south ridge of the building's gabled roof. Both buildings are in fair to poor condition, however they retain integrity through their substantially intact historic facade materials, many original windows, and largely unaltered interior spaces. The setting of this complex is urban and primarily residential but also contains numerous large factories mixed in. To the south and west are many intact blocks of late-nineteenth and early-twentieth-century brick rowhouses. Immediately to the north, just across Clearfield Street, is a large vacant lot, where an unrelated manufacturing complex from the same period was demolished in 2021. Two blocks to the north, at the southwest corner of North 21st Street and West Allegheny Avenue, is the Steel Heddle Manufacturing Company Complex. This large industrial site was individually listed in the National Register of Historic Places in 2010 (NRHP Ref. No. 1000404).

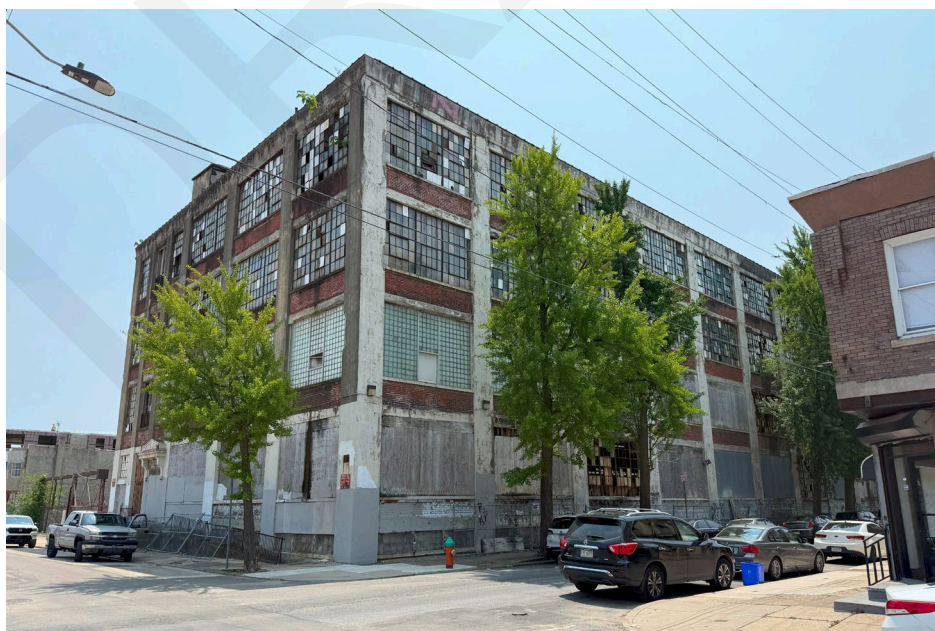


Photo 1: North and west elevations, looking southeast.

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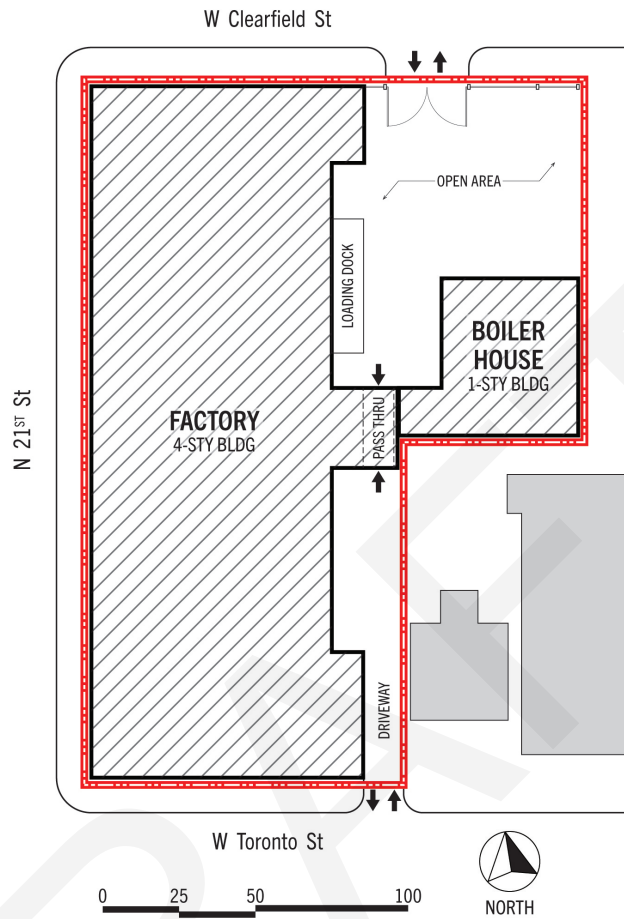


Figure 1: Site plan showing the proposed National Register Boundary.



Figure 2: Recent aerial view, looking northwest (Imagery from Pictometry).

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Site:

The site is L-shaped, with the narrow end of the long leg oriented toward the south, fronting on Toronto Street. The four-story factory, which consists of a long rectangular block situated parallel to 21st Street, occupies most of the site; the west, north, and south elevations of the building stand on the property line. Along these elevations, there are concrete sidewalks, which are not included within the National Register boundary because they did not play a direct role in the building's operation as a manufacturing facility. The one-story boiler house is located just east of the factory, set back from Clearfield Street at the south side of an open area paved in asphalt. Along the north side of this space, there is a metal fence with a large gate making it possible for vehicles to enter the site from Clearfield Street. Vehicular access into the site is also provided by means of a driveway accessed from Toronto Street, just east of the factory. The driveway extends north along the east elevation of the factory, passing through the first story of the central four-story tower to reach the open space described above.

Factory:

The west (primary) elevation of the factory is eleven bays long, each bay being strongly defined by reinforced concrete columns, which are equally spaced, rise uninterrupted from the sidewalk to the parapet, and are currently painted (Photos 1 and 2). On all four stories and in the raised basement level, nearly every bay contains an original multi-light steel factory window with multiple floating pivot sash. A number of the windows are covered on the exterior side by plywood or corrugated metal siding. All of the windows have simple concrete sills and lintels and sit above red brick spandrel panels, which are painted at the first story. Above the fourth-story windows, there is a continuous, painted concrete parapet topped by terra cotta coping. The only bays on the west elevation which do not contain original steel windows are the two northernmost bays at the second story, where the openings have been infilled with glass blocks, and the southernmost bay at the second story, which is infilled with stucco with a square window cut-out (the window is currently not present). The glass blocks probably date to the 1960s or later, and the stucco infill is a late-twentieth century alteration.



Photo 2: West elevation, looking southeast.

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Photo 3: West and south elevations, looking northeast.

The south elevation, which faces West Clearfield Street, is five bays wide and is similar in treatment to the west elevation, featuring continuous concrete columns and red brick spandrels below the windows (Photos 3 and 4). As on the north elevation, here the columns are only painted up to the second story.

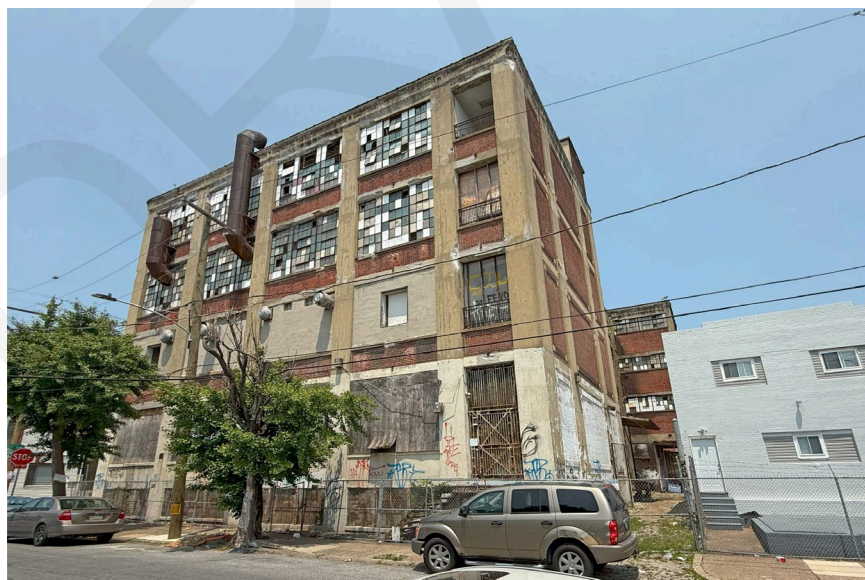


Photo 4: South and east elevations, looking northwest.

The first four bays east of 21st Street have large openings similar in dimension to those on the other elevations. Those at the first, third, and fourth stories contain original multi-light steel factory windows. At the second story, all four of the large openings have been infilled with stucco; those at

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either end contain square window cut-outs which are currently empty. At the third story, large metal exhaust ducts extend out from the windows in the two westernmost bays, rising upwards toward the roof. The fifth or easternmost bay on the south elevation contains a gated egress opening at the first story. Located about five feet above the sidewalk, this opening is reached by an open, steel-framed stair, the date of which is undetermined. The painted iron gate which secures the egress opening is original; like the large iron screen on the north elevation, it has a vertical picket design but with the addition of diagonal cross bracing. Above the gate is an iron transom grille, which also has vertical pickets. At the second through fourth stories the easternmost bay contains recessed fire balconies, which have original iron guardrails matching those on the north elevation. Behind the guardrails, the balcony openings at the second and third stories have been infilled with stud-framed walls. The fourth-story balcony remains open. Above the fourth-story windows, there is a continuous, painted concrete parapet topped by terra cotta coping.

The north elevation, which faces West Toronto Street, is six bays wide and is similar in treatment to the west and south elevations, featuring continuous concrete columns and red brick spandrels below the windows ([Photo 5](#)).



Photo 5: East and north elevations, looking southwest.

Here, the concrete columns are only painted up to the second story, remaining unpainted above. In the three westernmost bays, which are similar in dimension to those on the west elevation, there are original multi-light steel factory windows on the first, third, and fourth stories. The windows at the first story are covered by plywood. At the second story, the original window openings have been infilled with glass blocks, which again probably date to the 1960s or later. The three easternmost bays are much narrower than the preceding three. At the first story, the first narrow bay west of the larger ones contains the historic main entrance into the building, which is several feet above the sidewalk; it is accessed by a long concrete ramp situated parallel to the building. The ramp, which appears to date to the second half of the twentieth century, has a partially intact metal picket railing. The door opening itself is infilled with a frame wall covered in plywood. Above the door openings, however, there is an original overhanging concrete portico, which consists of a stylized

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pediment and cornice supported by ornamental corbels on each side ([Photo 6](#)). Directly under the portico and above the door opening is an original concrete signage panel, which features raised lettering reading "THE DE LONG HOOK AND EYE CO." The next bay to the east on the first story contains an original, full-height iron screen with vertical pickets. The easternmost bay contains a pair of late-twentieth century, painted metal doors. Above the doors is a concrete transom bar and original multi-light steel transom, the glazing of which is painted. At the second through fourth stories, the three easternmost bays consist of a pair of windows with a recessed fire balcony in the middle. At the second story, one of the windows (the one directly above the main entrance) contains the same glass blocks as the other second-story windows. The other five windows consist of original multi-light steel units. The fire balconies between the windows have original iron guardrails, which are similar in design to the larger iron screen at the first story. Behind the guardrails, the wall openings are infilled with late-twentieth century, stud-framed walls. Above the fourth-story windows, there is a continuous, painted concrete parapet topped by terra cotta coping.



Photo 6: North elevation, close-up view of historic main entrance, looking south.

The east elevation is the most irregular side of the building. Here, there are three four-story towers, which project out from the primary face of the east elevation at each end and in the center ([Photos 4 and 7](#)).

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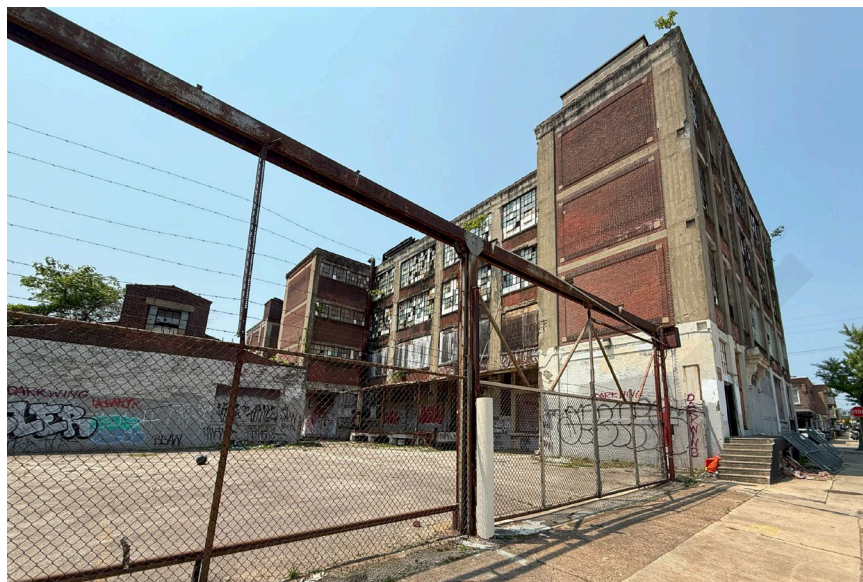


Photo 7: East elevation, looking southwest.

The two end towers contain egress stairs, which correspond to the fire balconies on the north and south elevations. The one in the center contains a driveway pass-through at the first story and historically contained bathrooms on the upper floors. Like the other elevations, the three towers have reinforced concrete columns and exposed floor slabs. The towers do not have windows on the eastward facing side. Rather, the openings framed by the concrete columns and floor slabs are entirely filled with red brick, which is the original treatment. The same is true of the south-facing side of the north tower and north-facing side of the south tower. At the second through fourth stories, the north and south-facing sides of the center tower have original multi-light steel clerestory windows. Between the north and center towers, the primary face of the east elevation consists of four bays. At the first story, there are several large metal doors, which open to a concrete loading dock sheltered by a pitched, corrugated metal roof. The loading dock and roof appear to be a later change, likely added during the second half of the twentieth century. At the second through fourth stories, these four bays contain original multi-light steel factory windows similar to those on the other elevations. The second-story windows are currently covered by plywood. Between the center and south towers, the primary face of the east elevation consists of three bays. The center of these three bays contains both a glazed metal loft door and a multi-light steel factory window. Those to the left and right contain full-sized steel factory windows similar to those in the large bays on the other elevations. As on the other elevations, all of the east elevation windows sit above red brick spandrels.

The roof of the building is flat and contains few notable features. Those include a large, steel-framed water tank platform, which sits roughly in the center of the roof, aligned with the center of the three east elevation towers. The water tank itself currently does not exist, and it is not known when it was removed. Additionally, there is a one-and-a-half-story, stucco-clad elevator machine room adjacent to the north tower and a small, one-story brick pilot house above the south tower. Near the northwest corner of the latter, there is also a square brick chimney, which is similar in height to the pilot house.

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Interior: The interior of the factory consists of voluminous, open manufacturing spaces on all four floors. Typical finishes include concrete floors, a consistent grid of painted concrete mushroom columns, exposed brick and painted concrete perimeter walls, and painted concrete ceilings (Photos 8-11).

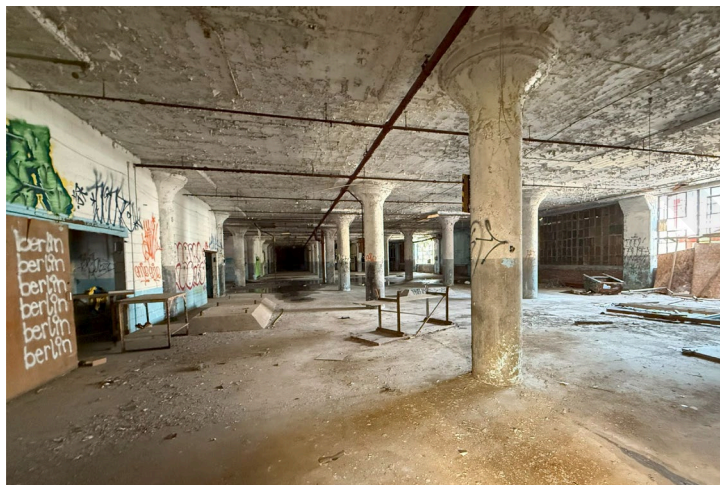


Photo 8: Interior: first floor, looking south.

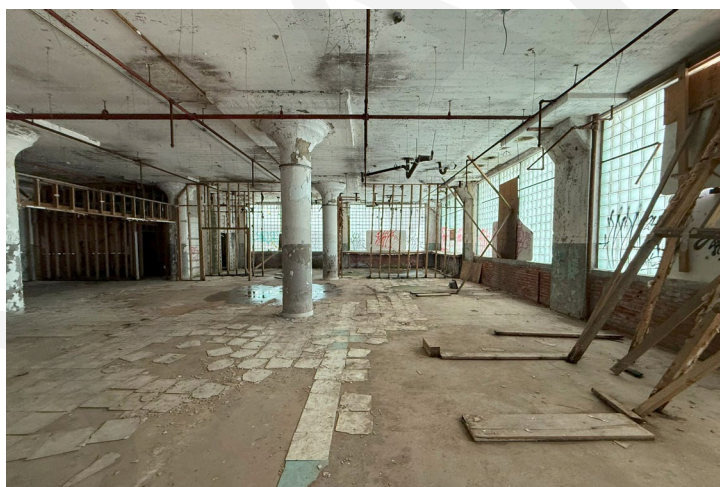


Photo 9: Interior: second floor, looking west.

All of these features and finishes are original to the building. Some limited mid- to late-twentieth century alterations have taken place inside the building, primarily in the northern half of the second floor where there are remnants of a vinyl tile flooring finish and stud-framed walls (Photo 9). Within the north and south towers on the east elevation, there are concrete egress stairs, which are U-return in configuration and have original metal pipe railings (Photo 12). There is also a freight elevator situated directly adjacent to the north tower egress stair.

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Photo 10: Interior: third floor, looking south.

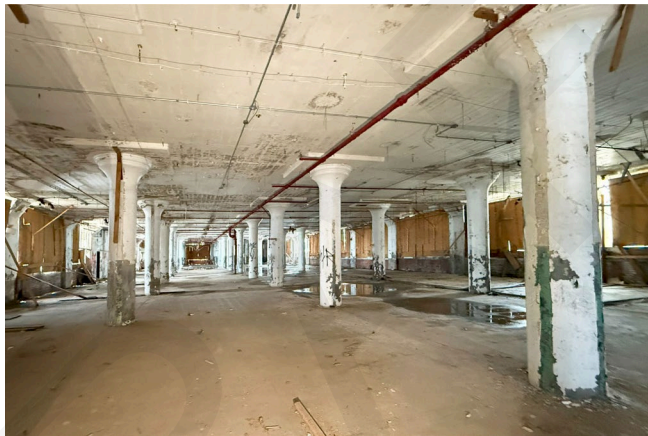


Photo 11: Interior: fourth floor, looking south.



Photo 12: Interior: Egress stair in south tower, fourth floor, looking north.

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Boiler House:

The boiler house is a relatively small, one-story building consisting of two distinct sections, both rectangular in plan and equal in size in terms of footprint. The northern half of the building has a raised ventilation monitor, which is oriented along the north-south axis and has a gabled roof. The southern half of the building has a flat roof. Both sections have red brick exterior walls, which are painted up to the main roofline (Photo 13). At the western end of the north elevation, there is an infilled window opening and an original, multi-light steel window with pivoting sash within the upper portion of the wall, within the raised monitor. There are various multi-light steel factory windows on the other elevations, and the sides of the monitor are glazed in a similar way. On the west elevation of the southern section, there is a square appendage, which has painted brick walls and extends to the west elevation of the center tower on the east elevation of the factory. On the roof of the appendage, a concrete mechanical enclosure rises a half-story up the west elevation of the center tower.



Photo 13: Boiler House, south and west elevations, looking southeast.

Interior: The interior of the boiler house consists of two primary volumes. Both have concrete floors, which are located well below grade, leaving the building's concrete foundations exposed (Photo 14). Above the foundations, the walls consist of exposed brick. The ceilings consist of the exposed wood-framed roof structures, portions of which are missing or heavily damaged. There is a large rectangular opening within the party wall between the two sections of the building.



Photo 14: Boiler house, interior of northern section, looking south.

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Integrity:

The De Long Hook & Eye Company Factory retains overall integrity, particularly in the *design, materials, workmanship, and feeling* conveyed by this largely intact, early-twentieth century manufacturing complex. The building's highly characteristic gridded facade with exposed reinforced concrete framing; its largely intact, original steel windows; and its voluminous interior spaces with reinforced concrete mushroom columns are essential to the viewer's understanding of its historic industrial use. Additionally, the intact main entrance portico on the north elevation, through its original signage panel announcing the De Long Hook & Eye Company, is an important visual reminder of the once internationally prominent company which built the factory in 1917-18 and occupied it for nearly fifty years. Although some parts of the building are in poor condition, this has had no impact on its ability to convey its original function and association with its manufacturing past.

The historic *location* and *setting* of the building also remain intact. The building stands in its original location, and most of the residential and industrial buildings that existed at the time it was built in the 1910s remain standing, reinforcing the property's historic context.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance
(Enter categories from instructions.)

INDUSTRY

Period of Significance

1918-1962

Significant Dates

N/A

Significant Person
(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

William Steele & Sons Company, architects/builders

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The De Long Hook & Eye Company Factory is significant under Criterion A in the area of industry as home to one of the largest and best-known manufacturers of notions and sewing accessories in the United States during the first half of the twentieth century. In 1889, Frank Emerson De Long patented an innovative form of hook and eye fastener, one with a “hump,” which secured waistbands, bodices, coats, and other garments much more effectively than earlier versions of this device. In a factory in Philadelphia, De Long immediately went about manufacturing his hooks and eyes, which very quickly became the most popular and widely available form of garment fastener in the United States. Sold from the catalogs of national suppliers like Sears and Montgomery Ward, and in department stores and pharmacies in thousands of cities and towns, the De Long Hook & Eye became an iconic American product in just a few short years. Because De Long had effectively become a household name, the company continued to dominate the field even after its original patent expired and numerous competitors emerged. By the late 1910s, as the hook and eye began to decline in popularity, De Long pivoted, investing significantly in the development of snap fasteners, which were quickly becoming standard in many forms of women’s clothing. Around the same time, De Long relocated to a new, purpose-built factory at 21st and Clearfield Streets in North Philadelphia, which was completed in 1918. This large, modern facility allowed De Long to increase the efficiency of its production, especially of snap fasteners, which helped the company to remain one of, if not the largest, manufacturers of notions and sewing accessories in the country for many years to come. The tens of millions of fasteners and pins made in the new factory every month were sold in all fifty states and many foreign countries, ensuring that the De Long brand remained ubiquitous and instantly recognizable by millions of women across the world, even as the company’s original marquee product largely fell by the wayside. The period of significance of the De Long Hook & Eye Company Factory begins in 1918, when the factory was completed and began operations, and ends in 1962, when it was finally closed after having been acquired by the Scovill Manufacturing Company in 1955.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Early History of the De Long Hook & Eye Company, 1889-1917

Frank Emerson De Long was born in Danville, Pennsylvania, in 1864. After completing his primary education, De Long worked for a mining and engineering company in New York City for five years before relocating to Philadelphia around 1887. There, he initially worked in the fire insurance industry but began to devote much of his time to invention, devising such devices as a new form of folding paper box and an electric stenograph.¹ In 1889, De Long achieved his most promising invention yet, a new type of hook and eye fastener with a built-in “hump” (Figs. 3 and 4).

¹ *Historical and Biographical Annals of Columbia and Montour Counties, Pennsylvania, Volume I* (Chicago: J.H. Beers, 1915), 592-593.

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Figure 3: De Long Hook & Eye advertisement, *Ladies Home Journal*, June 1896.

Figure 4: Typical card of De Long hooks and eyes, as they were sold in stores across the country.

Although hook and eye fasteners had been around for decades, De Long’s innovation proved to be much more effective in securing garments. The hump served as a spring, preventing the eyes from slipping out of the hooks. De Long was granted a patent for the new device in October 1889 and soon after went into business to manufacture and sell it.² The company was initially known as Richardson & De Long Brothers, which was a partnership between De Long, his brother Charles F. De Long, and manufacturer and investor Thomas D. Richardson. After securing space in an existing (now-demolished) five-story building at the southeast corner of 12th and Hamilton Streets in Philadelphia, the company began manufacturing operations in March 1890.

The DeLong Hook & Eye quickly proved its worth as an essential garment fastener. Available in multiple sizes depending on the specific article of clothing or type of fabric it was intended for, there was a De Long Hook & Eye for every situation. Through frequent, widespread advertising campaigns, Richardson & De Long made their innovative product a fixture in stores across the country. The company’s trademarked catchphrase, “See that hump?”, has been credited, along with Kodak’s “You press the button; we do the rest,” with launching a new era in American advertising. According to one historian, “The rapidity with which these phrases struck the popular fancy and became a part of everyday language brought out in a few years so many slogans that a collection for the first ten-year period alone would make a book.”³

Over the 1890s, Richardson & De Long Brothers continually made improvements to their famous hooks and eyes, accumulating at least ten more patents covering various tweaks in design before the end of the decade. The company even developed and patented its own machinery for manufacturing its marquee product. Once the reputation of the De Long Hook & Eye had been firmly established, Richardson & De Long Brothers gradually expanded their product line. Leaning on their matchless brand recognition, the company began to manufacture and sell hook and eye tapes, in which hooks and eyes were pre-attached to a strip of fabric, a length of which could be cut and sewn into a garment (1892); “Cupid”-brand hair pins, which employed the hump concept to prevent the pin falling out (1894); “Delco”-brand invisible eyes, which were a smaller, more streamlined type of eye than the traditional version (1902); and the De Long Press Button, a new type of snap fastener which the company advertised as the “world’s flattest” (1906). These

² Frank E. De Long, Hook, US Patent 411,857, issued October 1, 1889.

³ Frank Presbrey, *The History and Development of Advertising* (Garden City, NY: Doubleday, Doran & Co., 1929), 365.

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products, like the original De Long Hook & Eye, were sold in thousands of stores across the United States.

Throughout the 1890s, Richardson & De Long Brothers remained privately owned by the three founders, but its rapid success led to the incorporation of the business in 1900. In May of that year, all assets of Richardson & De Long were transferred to a new publicly traded corporation known as The De Long Hook & Eye Company, which was capitalized at \$1 million.⁴ This huge influx of cash made it possible for the business to branch out into new product lines, such as those discussed above, and to relocate its manufacturing operations into a larger, more modern space. In 1904 or 1905, De Long Hook & Eye leased an approximately 80,000 square-foot space in the new N. Snellenburg & Company Clothing Factory at the northwest corner of North Broad and Wallace Streets in Philadelphia. Encompassing the second through sixth floors in the southern half of the building, De Long's new space represented a more than fifty percent increase in floor area over the company's old plant at 12th and Hamilton Streets. The Snellenburg factory, which remains standing today, was individually listed in the National Register of Historic Places in 1986 (NRHP Ref. No. 86001842), however De Long's occupancy in the building is not discussed in the nomination.

Following their move to Broad and Wallace, the De Long Hook & Eye Company began to manufacture several additional new product lines, including the "Nub" Hook and Eye, in which a small nub made it possible to sew the hook flat to the garment (1913); the De Long Safety Pin (c. 1914); and the De Long Toilet Pin (c. 1916), all of which were granted patents. Between 1904 and 1917, the company obtained more than two dozen additional patents covering these products, new forms of hook and eye machinery, and improvements to a growing line of snap fasteners. Even with the Philadelphia plant running at full capacity, the company still found it difficult to fulfill orders from Canada, leading them to build a branch factory in St. Marys, Ontario, in 1912/1913.⁵ During the 1910s, De Long also opened sales agencies in New York City, Chicago, San Francisco, London, and Paris to manage growing sales in these far-flung locales. In the United States, especially, De Long continued to advertise prolifically, placing ads in some of the most popular women's magazines of the day, including *Good Housekeeping*, *Ladies Home Journal*, and *Vogue*, which helped the company to retain its national reputation and audience (Figs. 5 and 6). Beyond the notions counters in thousands of department stores and pharmacies across the country, De Long products were also widely available in the nationally circulated catalogs all major mail-order houses, including Sears, Roebuck; Montgomery Ward; and the Larkin Company.

⁴ Notice of incorporation, The De Long Hook and Eye Company, *Philadelphia Inquirer*, May 11, 1900.

⁵ "News of Manufacturing," *The Canadian Manufacturer* (October 1912), 68.

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Figure 5: De Long Hook & Eye advertisement, *Ladies Home Journal*, June 1914.

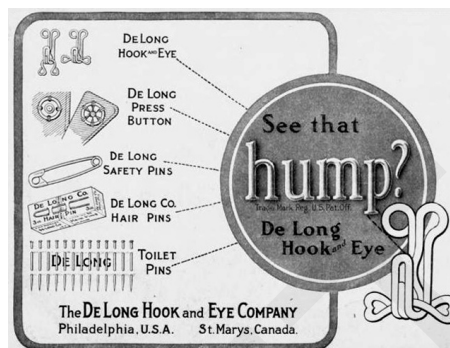


Figure 6: De Long Hook & Eye advertisement, *Ladies Home Journal*, April 1916.

The De Long Hook & Eye company enjoyed a virtual monopoly in the manufacture and sale of humped hooks and eyes for many years, and the company aggressively pursued legal action against firms it believed had infringed on its patents and trademarks. When the 1889 patent expired in 1906, numerous competitors arose, flooding the market with humped hooks and eyes of their own. But, according to one observer, “De Long still does a splendid business, larger than ever, because people will not disassociate the name De Long from the hump; they won’t trust other humps!”⁶

The New Factory: The De Long Hook & Eye Company After 1917

Between 1911 and 1916, statistics show, the De Long Hook and Eye Company reported earnings of around \$120,000 on average each year, but in 1917 this number jumped precipitously to \$225,000.⁷ With the business growing at a healthy rate and with the expiration of their lease in the Snellenburg factory approaching, the company decided its best interests would be served by building a modern factory of its own, one specially designed for its use. Since 1916, De Long had been assembling a property at the southeast corner of North 21st and Clearfield Streets in North Philadelphia for this purpose. After the last remaining parcels were acquired the following summer, the company began planning for its new factory. De Long hired the William Steele & Sons Company, among the city’s premier engineering, architectural, and construction firms specializing in manufacturing plants, to design and build the new facility.

William Steele & Sons traces its roots to a carpentry and building firm established by William Steele, Sr. (1839-1908) and his son Joseph M. Steele (1865-1957) in 1886. Originally known as William Steele & Son, the name was pluralized with the addition of a second son in 1900. The company was formally incorporated in Pennsylvania in 1906. From the start, the Steeles made a specialty of factory and mill construction, becoming one of the Philadelphia’s best-known building firms in this field.⁸ After Joseph M. Steele became president of the company in 1903, he pioneered

⁶ J. George Frederick, “How Pins Might Be Advertised,” *Advertising & Selling* (August 1913), 13.

⁷ John Moody, *Moody’s Analyses of Investments, Part II: Public Utilities and Industrials, Eighth and Tenth Years*, 1917 and 1919 (New York: Moody’s Investors Service, 1917 and 1919), 967 and 1511.

⁸ Leon Clemmer, *History of William Steele & Sons Company* (Privately published, 1996), 303-05.

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the idea of centralized responsibility, in which William Steele & Sons would serve as a one-stop shop managing all aspects of factory and mill construction, including site selection, engineering, design, construction, and the installation of machinery and equipment.⁹ At a time when the city's industrial base was rapidly expanding, William Steele & Sons became one of the preeminent firms in the area of factory design and construction in Philadelphia, rivaled only by Ballinger & Perrot (later known as the Ballinger Company). Steele built hundreds of large industrial buildings across the region for virtually every type of manufacturer, from textile mills to printing plants to foundries, among many others. Beyond Steele's relentless focus on efficiency, the company made significant contributions in the field of reinforced concrete, testing and perfecting a construction method that became standard in factories and mills during the early twentieth century.¹⁰ William Steele & Sons remained one of the largest and most respected industrial building contractors in Philadelphia until 1935, when the company closed down as a result of the slow-down in construction that came during the Great Depression. Among Steele's best-known Philadelphia projects are the Harris Building, Laird, Schober & Company's shoe factory at 2121 Market Street (built 1914-15); the Steel Heddle Manufacturing Company Complex, a manufacturer of heddles and textile loom accessories at 2100 West Allegheny Street (built 1919, 1927); and the Terminal Commerce Building, a massive merchandise warehouse at 401 North Broad Street (built 1929). These buildings are among the many prominent works by William Steele & Sons which have been individually listed in the National Register of Historic Places. All three remain standing today.¹¹ The Steel Heddle complex is located just one block north of the De Long factory.

Construction on De Long's new factory began sometime around July 1917, when the City of Philadelphia granted De Long and Steele a building permit for the project, which was to include a four-story, 88' by 225', reinforced concrete building and a one-story boiler house (Figs. 7 and 8).¹² Construction appears to have progressed rapidly. Classified ads placed in local newspapers indicate that De Long had begun to hire workers for the new plant in the summer of 1918 and that the factory was fully operational by the end of that year. Although it was not significantly larger than De Long's former home at Broad and Wallace Streets, the new 85,000 square-foot factory was expected to be more economical to operate. With its reinforced concrete rather than timber-framed structure, as in the Snellenburg factory, the new building could accommodate much greater floor loads, which made more intensive manufacturing possible; and had expansive windows on all sides, which dramatically increased natural lighting and reduced energy costs.

In the new factory, De Long continued to produce vast quantities of hooks and eyes along with its other main product lines. Increasingly, however, the company focused much its efforts on snap fasteners, which were beginning to overtake the hook and eye as the most common form of fastener in women's clothing. The De Long Hook & Eye Company was among the earliest American companies to mass produce snap fasteners, having introduced their patented "Press Buttons" in 1906. In the De Long Press Button, there was a ball side and a socket side. When pressed together, they securely closed a garment, such as a dress, or a range of accessories, like gloves or a purse. Although sales of the De Long Press Button initially proved satisfactory, the hook and eye remained

⁹ William Steele & Sons, Inc., "The Steele Idea," (Philadelphia, 1920); Clemmer, 307-08.

¹⁰ Clemmer, 331-35.

¹¹ Harris Building, NR-listed in 2001 (NRHP #01000928); Steel Heddle Mfg. Co. Complex, NR-listed in 2010 (NRHP #10000404); Terminal Commerce Building, NR-listed in 1996 (NRHP #96001203).

¹² Bureau of Building Inspection, City of Philadelphia, Building Permit #3870, issued July 12, 1917.

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the company's flagship product; that is, at least until 1914. The previous year, inventor Heinrich Waldes (1876-1941) introduced a new form of snap fastener to the American market, one with a wire spring which more securely held the ball in the socket but could easily be detached when needed. Waldes, whose company, Waldes Koh-i-noor, was based in Prague, began selling this new form of snap fastener in Europe before 1910. In 1913, Waldes founded an American firm, Waldes & Company, and opened a factory in Long Island City, New York. Soon, Waldes' Koh-i-noor branded snap fasteners began to appear in stores throughout the country, threatening De Long's dominance in the field of sewing accessories. Waldes was granted a patent for his invention in 1914.¹³ De Long, not willing to relinquish its position as arguably the standard notions manufacturer of the United States, responded with a spring-loaded snap fastener of its own. Granted a patent for the new design in 1917, what became informally known as De Long Snaps were first manufactured in mass quantities in the new factory at 21st and Clearfield Streets.¹⁴

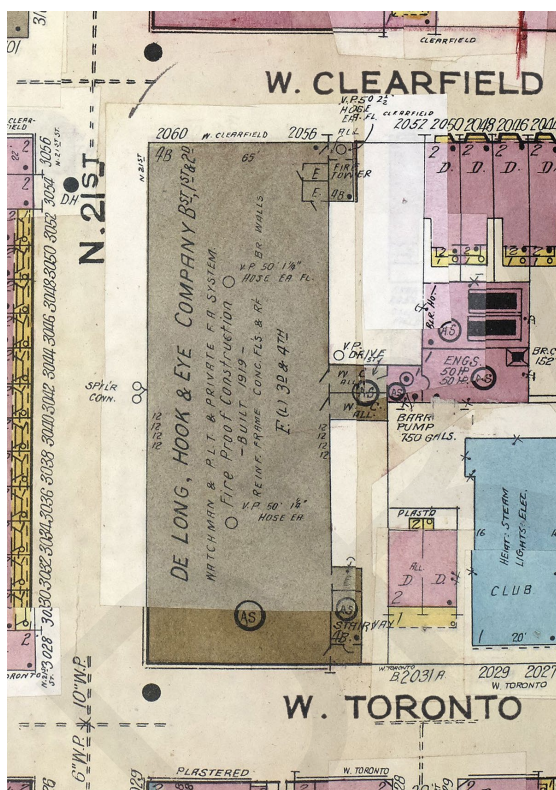


Figure 7: Sanborn map (1950), showing the property as it exists today, one exception being the three rowhouses at 2046 through 2050 West Clearfield Street. These properties, which are just north of the Boiler House, were owned by De Long, who demolished them sometime before 1960. Prior to being demolished, the rowhouses were rental properties and were not associated with the manufacturing operation in any way.



Figure 8: De Long Hook & Eye advertisement featuring a photographic image of the new factory at 21st and Clearfield Streets, *Dry Goods Economist*, December 11, 1920.

¹³ Heinrich Waldes, Spring Device for Spring Pressed Buttons, US Patent 1,084,377, filed April 23, 1913, issued January 13, 1914.

¹⁴ William J. Galt, Jr. (assignor to De Long Hook & Eye Co.), Snap Fastener Socket, US Patent 1,220,622, filed April 23, 1913, issued January 13, 1914.

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Although the snap fastener started to gain in popularity during the mid-1910s, it was not until after World War I that it assumed central importance as a garment accessory in the United States. During the war, as women began to enter the workforce in much greater numbers, they demanded more practical forms of clothing. Gradually, hemlines became shorter and silhouettes looser and less formal. Gone was the rigidly form fitting bodice with a dozen or more hooks and eyes or buttons, which often required considerable time to fasten; in its place, one observer wrote in the *Philadelphia Inquirer* in 1917, was the “modern frock,” which “is so loose and is so cleverly cut that two or three...snappers serve to fasten it.”¹⁵ With only a few snaps to fasten, modern women’s clothing significantly reduced the length of time it took to dress. These trends defined women’s fashion over the next decade and beyond, leading to a rapid increase in the popularity of the snap fastener and a corresponding decline in the use of hooks and eyes.¹⁶ According to an official U.S. government report, the value of the snap fastener industry in this country grew more than tenfold between 1914 and 1919, from \$714,492 to \$7,438,551. The report does not provide the same range of data for the hook and eye industry, noting only that it was valued at \$1,394,745 in 1914 and that it “has not grown much” since then.¹⁷

By pivoting to snap fasteners before 1910 and building its large new factory in 1917-18, the De Long Hook & Eye Company was well positioned to weather the significant increase in competition that arose in the notions industry after World War I. With the rapid growth in popularity of the snap fastener in women’s fashion, more than a dozen companies began to manufacture them. Waldes & Company was De Long’s chief rival. But while Waldes had an early advantage in being the first to introduce the spring-loaded snap fastener to the United States in 1913, the company may have found it difficult to compete with De Long’s long-established, national brand awareness and customer loyalty. De Long still reigned supreme at notions counters, the De Long name being “all the average woman needed to see to enlist her confidence and secure her purchase,” wrote the well-known publicist Bernard Lichtenberg in 1926.¹⁸ De Long’s continued dominance was reflected in the magnitude of its manufacturing operation, which provided employment to 482 people in 1922.¹⁹ Just one year prior, Waldes reported employing only between 150 and 200 in its factory.²⁰ Other snap fastener manufacturers, especially William Prym, Inc., of Dayville, Connecticut; the Federal Snap Fastener Corp. of New York City; and the Wilson Fastener Company of Cleveland, Ohio, were able to break into the national market, but none had more than two hundred employees. In 1921, the snap fastener industry in the United States was capitalized at around \$5 million and employed about 2000 persons total, according to one report.²¹ With capitalization of over \$1 million and nearly 500 employees, the De Long Hook & Eye Company was clearly the dominant manufacturer nationally.

¹⁵ “Alluring Light Fabrics for Girl Who Makes Her Own Frocks,” *Philadelphia Inquirer*, May 20, 1917.

¹⁶ United States Tarriff Commission, “Tarriff Information Surveys on the Articles in Paragraph 151 of the Tarriff Act of 1913” (Washington, D.C., 1921), 16.

¹⁷ United States Tarriff Commission, 19.

¹⁸ Bernard Lichtenberg with Bruce Barton, *Advertising Campaigns* (New York: Alexander Hamilton Institute, 1926), 109.

¹⁹ *Fourth Industrial Directory of the Commonwealth of Pennsylvania* (Harrisburg, PA, 1922), 1138.

²⁰ “Hearing Before the Committee on Finance, United States Senate, on the Proposed Tarriff Act of 1921” (Washington, D.C., 1922), 5335.

²¹ “Hearings on General Tariff Revision Before the Committee on Ways and Means, House of representatives, Part II” (Washington, D.C., 1921), 962.

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The advantages of De Long’s snap fasteners relative to those made by competitors were, the company claimed in advertisements, their overall flatness, which ensured they could be sewn on discreetly and would not create lumps in a garment; their covered springs, which prevented snags on fabric; and their fully reversible socket, either side of which could be sewn on to a garment (Fig. 9). As with the De Long Hook & Eye, the company offered their snap fasteners in numerous sizes to suit almost any application. To maintain brand recognition, De Long continued to use the slogan “See that hump?” in association with its snap fasteners (Fig. 10).

De Long’s many advantages – its long-established brand awareness, advertising prowess, and large, modern factory – helped the company maintain its position in the notions industry after World War I. No less important, De Long continually made improvements to its products to suit the market. Within the first two decades of relocating to its new plant at 21st and Clearfield Streets, De Long’s staff of engineers and designers were granted no fewer than 27 patents covering a range of functional modifications to its snap fasteners, fastener tapes, and other products, all patents being assigned to the company. De Long also introduced a variety of new products during this period. In addition to bobby pins and paper fasteners, the company began to sell a lower-cost version of its popular snap fasteners under the new “Klix” trademark in 1921 (Fig. 11). Developed as a response to the many bargain fasteners flooding the market, Klix sold for five cents per card (twelve snaps), half the price of De Long’s standard snap fasteners. Functionally, Klix fasteners were identical to the full-priced version, the only apparent difference being that the springs were not covered.

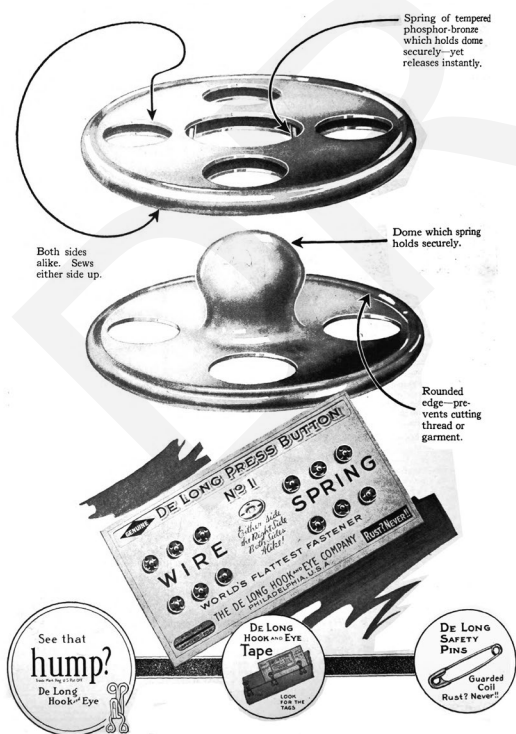


Figure 9: De Long Hook & Eye advertisement, *Dry Goods Economist*, December 20, 1919

Figure 10: De Long Hook & Eye advertisement, *Ladies Home Journal*, October 1923. This ad illustrates an example of the redesigned packaging of all De Long products which took place during the 1920s.

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Figure 11: Typical card of De Long's "Klix"-branded snap fasteners, released as a lower-cost option in 1921.

During the early 1920s, De Long began to invest heavily in business development, sales promotion, and customer service, which played a major role in the success of the company after its move to 21st and Clearfield. Under the direction of manager Charles A. Emley, De Long's office staff developed a series of educational and instructional aids, which were widely circulated among vendors so they would be able to promote and sell De Long products to their customers in the most effective way. Product packaging was redesigned during this period, featuring bolder, more colorful graphics to catch the eye of the modern shopper (compare Figures 9 and 10). To make sure salesmen were always fully informed, the De Long office also regularly sent out newsletters, which contained news items about the company and larger notions industry, announced new products, and typically featured a brief editorial by the president of the company. The newsletters also detailed the activities and made acknowledgements of particular successes of salesmen, which helped to build good will among them.²² Between visits by local salesmen, the De Long office corresponded with existing and prospective vendors not with form letters, but with personally written notes in the hope of making lasting business connections.²³ Emley became widely recognized in advertising and marketing circles for these efforts and frequently contributed articles to industry magazines, in which he expounded on his successful methods.

De Long's agility in adapting to market trends and its embrace of innovative sales and marketing techniques ensured the success of the company into the 1930s. The company does not appear to have been significantly affected by the Great Depression, probably because most of its products, especially its flagship snap fastener line, were everyday necessities and cost relatively little. In fact, De Long continued to pay regular dividends to its stockholders throughout the Depression years. As economic conditions began to improve, sales boomed. According to one report, De Long did the

²² Charles A. Emley, "News Letters to Men on Road," *Printers' Ink* (September 26, 1935), 33-34.

²³ Charles A. Emley, "There's Plenty Wrong with 'Dear Sir' and 'Very Truly Yours,'" *Printers' Ink* (August 27, 1925), 101-102; "Use Letters to Plug the Gap Between Your Salesmen's Calls," *Sales Management* (November 15, 1940), 56.

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largest business in its history in 1937, with sales that year far surpassing 1936 (the actual numbers were not provided).²⁴ Although company founder Frank E. De Long died in 1939, his death had little impact on the company's operation or financial condition, primarily because he had not taken an active role in its management since the 1920s.²⁵

After 1939, the De Long factory at 21st and Clearfield continued to produce tens of millions of fasteners and pins every month for many years to come. Although De Long still manufactured its famous hooks and eyes, sales of its snap fasteners had far surpassed those of its original marquee product by this time as they had nationally. De Long's new line of diaper pins and sanitary surgical pins, both introduced in the 1940s, also became successful nationally. The expected continued growth of these product lines, as well as De Long's highly recognizable and trusted brand name, led the Scovill Manufacturing Company of Waterbury, Connecticut, a large conglomerate specializing in metal products, to make a bid to acquire the Philadelphia corporation in early 1955.²⁶ After De Long shareholders approved the deal, which included the plants in both Philadelphia and Canada, the company officially became a branch of Scovill's Oakville Division on April 1, 1955.²⁷ Under Scovill's ownership, not much changed on a day-to-day basis at De Long's Philadelphia factory, which continued to produce all of the company's standard products, and even some new ones, under the De Long brand. De Long's most significant new product under Scovill's ownership was the so-called "Gripper" snap fastener, which was not sewn on but rather attached through the fabric like a rivet, making it a much stronger, more permanent type of garment fastener (Fig. 12). But while product innovation continued at the De Long plant after its acquisition, Scovill did not keep it open for long. In 1962, Scovill decided to relocate its Philadelphia operations to plants in other states.²⁸



Figure 12: Typical card of De Long's "Gripper"-branded snap fasteners, released during the late 1950s.

²⁴ "How De Long Hook & Eye Avoids Being 'Lost in the Shuffle,'" *Sales Management* (October 10, 1938), 96.

²⁵ "Inventor of Hook-Eye Fastener Dies at 75," *Philadelphia Inquirer*, February 16, 1939.

²⁶ "Financial Shorts," *Philadelphia Inquirer*, February 25, 1955.

²⁷ Scovill Manufacturing Company, Annual Report for 1956, pp. 19.

²⁸ Scovill Manufacturing Company, Annual Report for 1962, pp. 11.

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In 1963, Scovill sold the former De Long plant at 21st and Clearfield Streets to the J. Bird Moyer Company, a manufacturer of dental and surgical equipment and supplies.²⁹ Moyer, which later became known as Moyco Industries, Inc., remained in the building until 1995 when the company relocated to York, Pennsylvania.³⁰ Since that time, the building has been vacant.

De Long Hook & Eye as an Employer

In 1922, just a few years after De Long completed its new factory at 21st and Clearfield Streets, the company reported having 482 employees.³¹ Of that number, more than half, 280, were female, which was typical of the textile and textile-adjacent industries during this period. U.S. Census records provide a little more insight into who, exactly, worked in the factory. In 1920, 1930, and 1940, a significant share of De Long's female employees were teenage girls or young women ranging in age from 14 to 22.³² All were white. Among both male and female employees, many were also Italian immigrants or the children of Italian immigrants, reflecting the ethnic make-up of the rowhouse blocks surrounding the factory, especially those to the south and west. In 1920, for example, 16 of the 29 people residing within a three-block radius of the De Long plant who reported being employed in a hook and eye factory – presumed to be De Long, as there were no other hook and eye manufacturers in the vicinity – were either born in Italy or born in Pennsylvania to Italian parents.³³ The proportion of Italian to non-Italian employees in the De Long factory was similar, if not greater, in the 1930 and 1940 censuses. The ethnic make-up of the area during this period is best represented by the J.M. Brewer Survey of Philadelphia, a map published in 1934 (Fig. 13). The Brewer survey was the first of Philadelphia's early redlining maps, illustrating where Black, Italian, and Jewish residents were most heavily concentrated. Mortgage lenders, in this case the Metropolitan Life Insurance Company, used this information as a metric of desirability and risk when deciding whether or not a customer was a good candidate for a residential loan. As illustrated by the Brewer survey, the bank considered Black, Italian, and Jewish neighborhoods to be undesirable. The area nearby the De Long factory remained largely populated by those of Italian descent until the 1950s, when the area became predominantly Black.

²⁹ "Forced to Move, Firm Acquires Larger Building," *Philadelphia Inquirer*, May 8, 1963.

³⁰ "Moyco Donates Phila. Office," *Philadelphia Inquirer*, May 5, 1995.

³¹ *Fourth Industrial Directory of the Commonwealth of Pennsylvania* (Harrisburg, PA, 1922), 1138.

³² 1920 U.S. Census, Philadelphia, PA, Population Schedule, Enumeration Districts 1352-1359; 1930 U.S. Census, Philadelphia, PA, Population Schedule, Enumeration Districts 791-796; 1930 U.S. Census, Philadelphia, PA, Population Schedule, Enumeration Districts 1454-1456, 1462-1464, 1475.

³³ 1920 U.S. Census. The number of De Long employees residing in the area was likely much higher than 29. While some census respondents were specific about their place of employment, hundreds more reported having jobs in factories without specifying what kind of factory they worked in.

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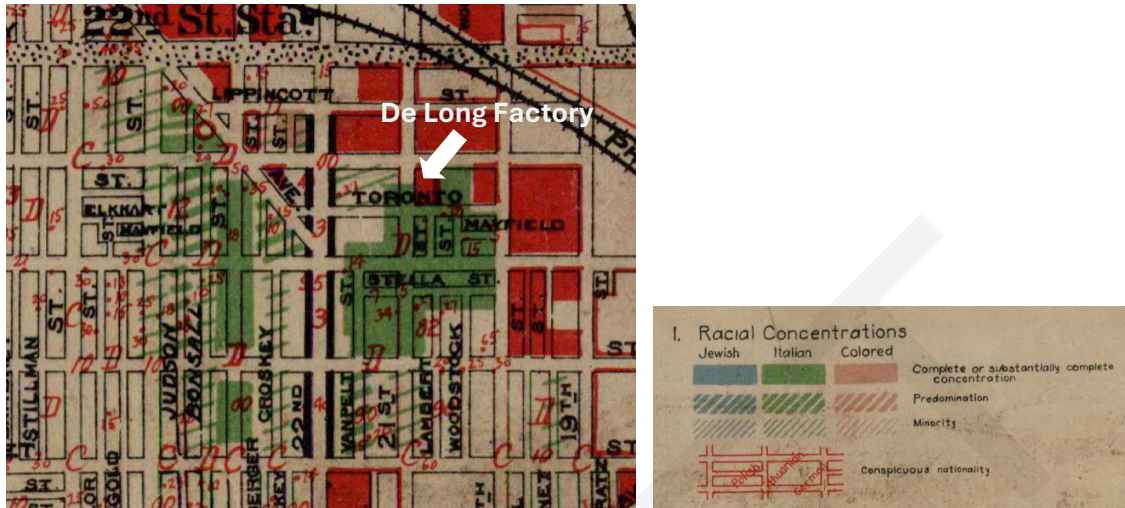


Figure 13: J.M. Brewer Survey of Philadelphia, 1934 (Free Library of Philadelphia). This map illustrates the ethnic Italian make-up of the neighborhood around the De Long factory. As illustrated here, the Brewer survey used dark red to indicate industrial uses. A lighter shade of red, which does not appear in this excerpt of the Brewer survey but is visible in the legend, represented Black or “Colored” populations.

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"Forced to Move, Firm Acquires Larger Building." *Philadelphia Inquirer*, May 8, 1963.

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William Steele & Sons, Inc. "The Steele Idea," Philadelphia, 1920.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

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Historic Resources Survey Number (if assigned): _____

9. Geographical Data

Acreege of Property ~0.70 acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: 40.001092 Longitude: -75.164416

2. Latitude: _____ Longitude: _____

3. Latitude: _____ Longitude: _____

4. Latitude: _____ Longitude: _____

Verbal Boundary Description (Describe the boundaries of the property.)

The boundary of the property is shown as a red line on the accompanying map entitled “**Figure 1: Site Plan** showing the proposed National Register Boundary.” The sidewalks are excluded from the boundary because they did not play a direct role in the operation of this building.

Boundary Justification (Explain why the boundaries were selected.)

The National Register Boundary corresponds to the historic (and current) parcel.

Form Prepared By

name/title: Kevin McMahon, Senior Associate
organization: Powers & Company, Inc.
street & number: 1315 Walnut Street, Suite 1717
city or town: Philadelphia state: PA zip code: 19107
e-mail: kevin@powersco.net
telephone: (215) 636-0192
date: January 28, 2026

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Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: De Long Hook & Eye Company Factory
 City or Vicinity: Philadelphia
 County: Philadelphia State: PA
 Photographer: Kevin McMahon
 Date Photographed: October 2, 2025

Description of Photograph(s) and number, include description of view indicating direction of camera:

<i>Photograph #</i>	<i>Description of Photograph</i>
1.	North and west elevations, looking southeast.
2.	West elevation, looking southeast.
3.	West and south elevations, looking northeast.
4.	South and east elevations, looking northwest.
5.	East and north elevations, looking southwest.
6.	North elevation, close-up view of historic main entrance, looking south.
7.	East elevation, looking southwest.
8.	Interior: first floor, looking south.
9.	Interior: second floor, looking west.
10.	Interior: Third floor, looking south.
11.	Interior: Fourth floor, looking south.
12.	Interior: Egress stair in south tower, fourth floor, looking north.

De Long Hook & Eye Company Factory

Philadelphia County, PA

Name of Property		County and State
13.	Boiler House, south and west elevations, looking southeast.	
14.	Boiler House, interior of northern section, looking south.	

Index of Figures – Section 7

Figure #	Description of Figure
1.	Site plan showing the National Register Boundary.
2.	Recent aerial view, looking northwest.

Index of Figures – Section 8

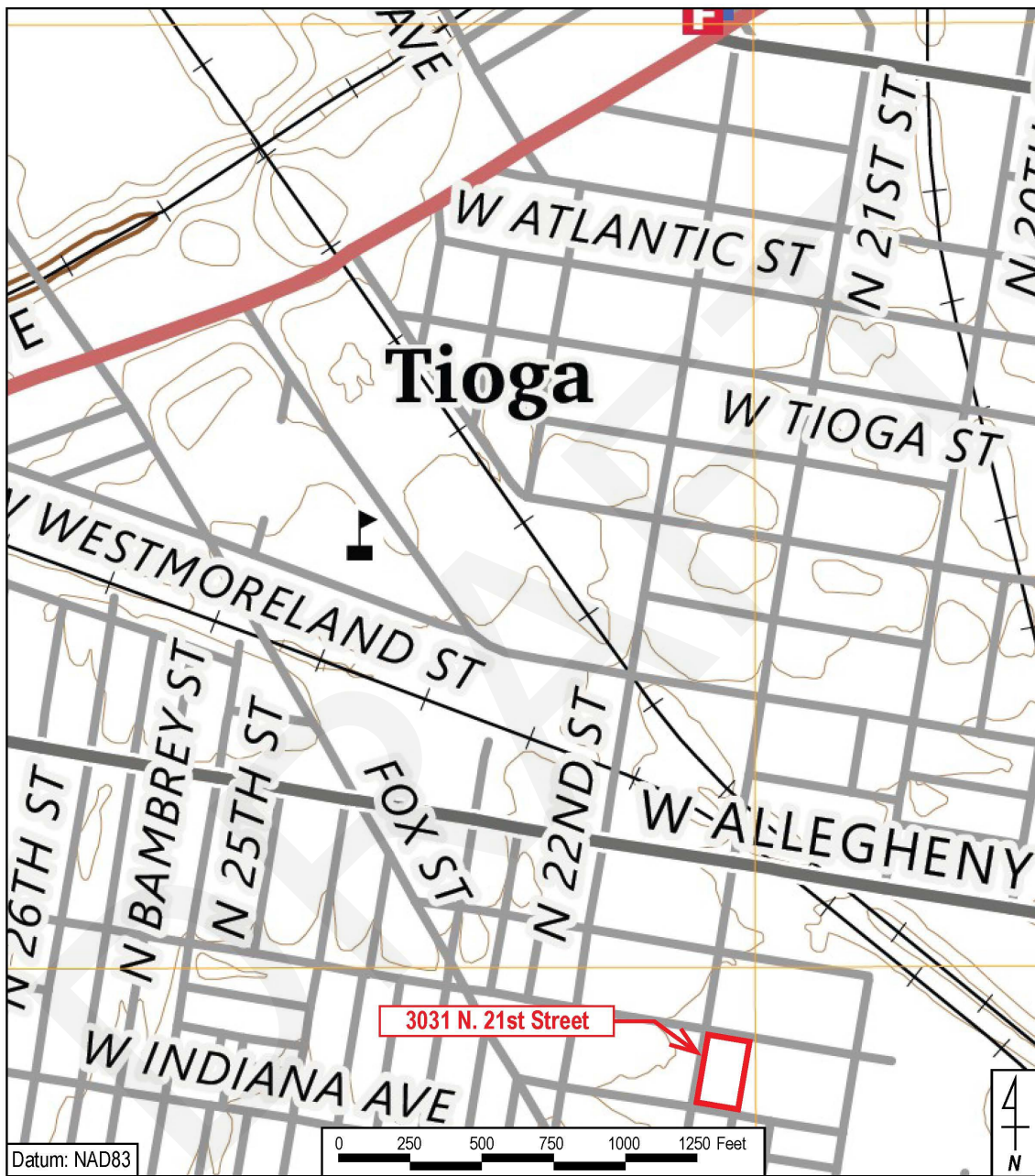
Figure #	Description of Figure
3.	De Long Hook & Eye advertisement, Ladies Home Journal, June 1896.
4.	Typical card of De Long hooks and eyes.
5.	De Long Hook & Eye advertisement, Ladies Home Journal, June 1914.
6.	De Long Hook & Eye advertisement, Ladies Home Journal, April 1916.
7.	Sanborn map (1950), showing the property as it exists today.
8.	De Long Hook & Eye advertisement, <i>Dry Goods Economist</i> , December 11, 1920.
9.	De Long Hook & Eye advertisement, <i>Dry Goods Economist</i> , December 20, 1919.
10.	De Long Hook & Eye advertisement, <i>Ladies Home Journal</i> , October 1923.
11.	Typical card of De Long's "Klix"-branded snap fasteners.
12.	Typical card of De Long's "Gripper"-branded snap fasteners.
13.	J.M. Brewer Survey of Philadelphia, 1934.
14.	USGS Map.
15.	Photo Key – Exterior
16.	Photo Key – Interior, first floor.
17.	Photo Key – Interior, second floor.
18.	Photo Key – Interior, third floor.
19.	Photo Key – Interior, fourth floor.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

De Long Hook & Eye Company Factory
Name of Property

Philadelphia County, PA
County and State



USGS Map - Germantown Quadrangle - Pennsylvania (2013)

De Long Hook & Eye Company Factory
3031 N. 21st Street
Philadelphia, Philadelphia County, PA

Latitude, Longitude
40.001092, -75.164416

Figure 14: USGS Map.

De Long Hook & Eye Company Factory
Name of Property

Philadelphia County, PA
County and State

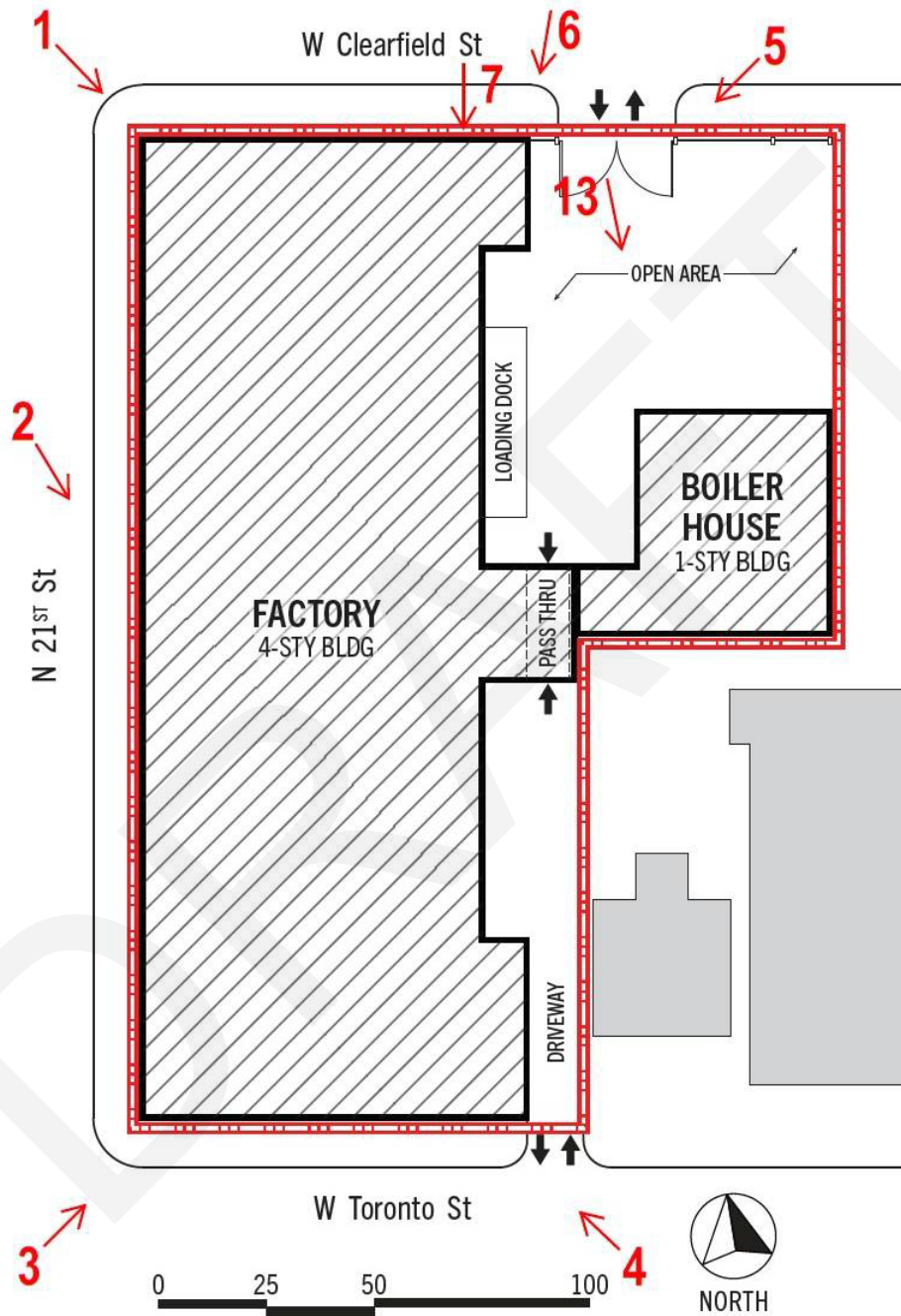


Figure 15: Photo Key: Exterior

De Long Hook & Eye Company Factory
Name of Property

Philadelphia County, PA
County and State

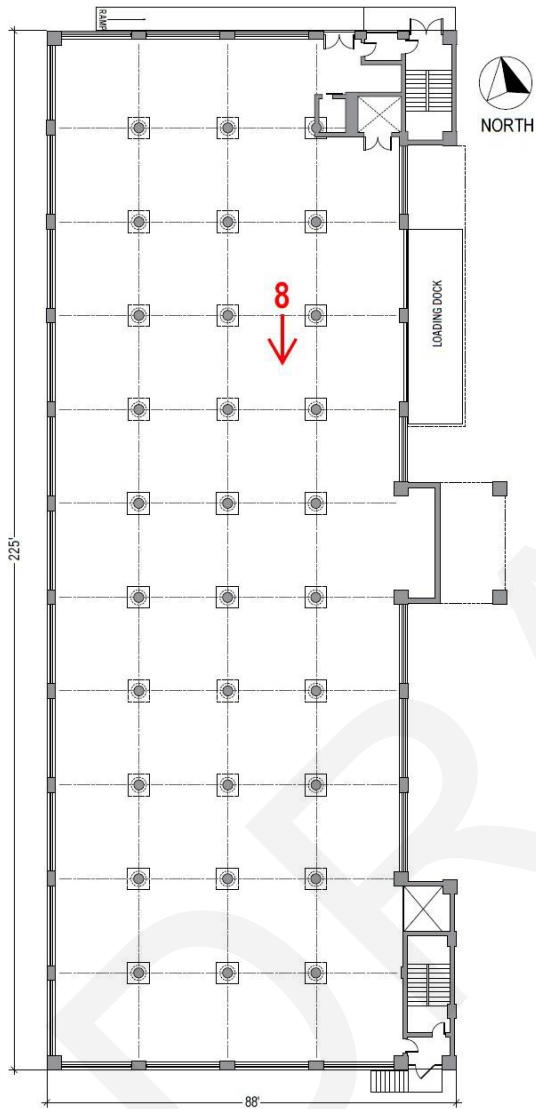


Figure 16: Photo Key: Interior, first floor.

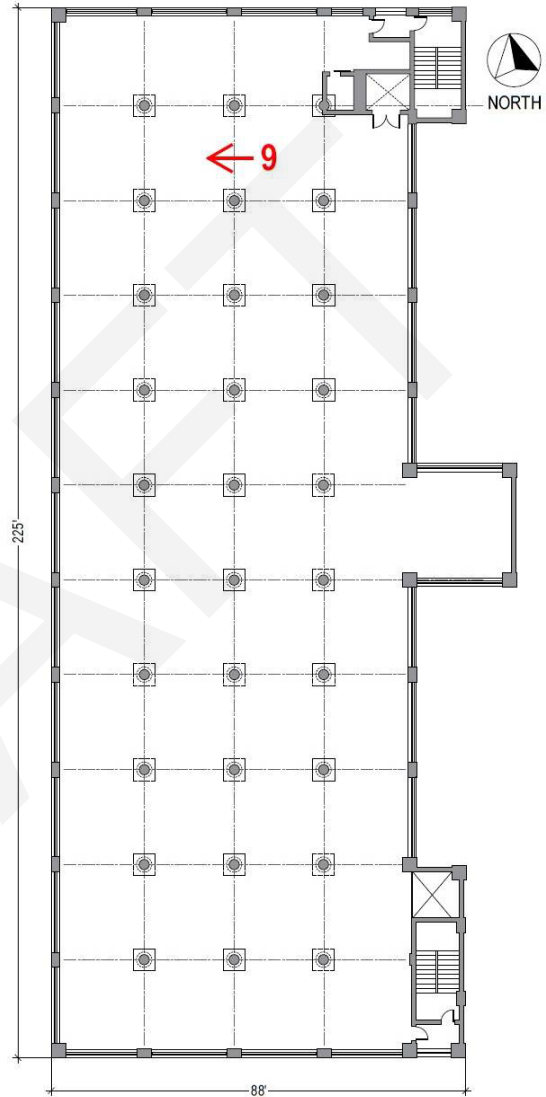


Figure 17: Photo Key: Interior, second floor.

De Long Hook & Eye Company Factory
Name of Property

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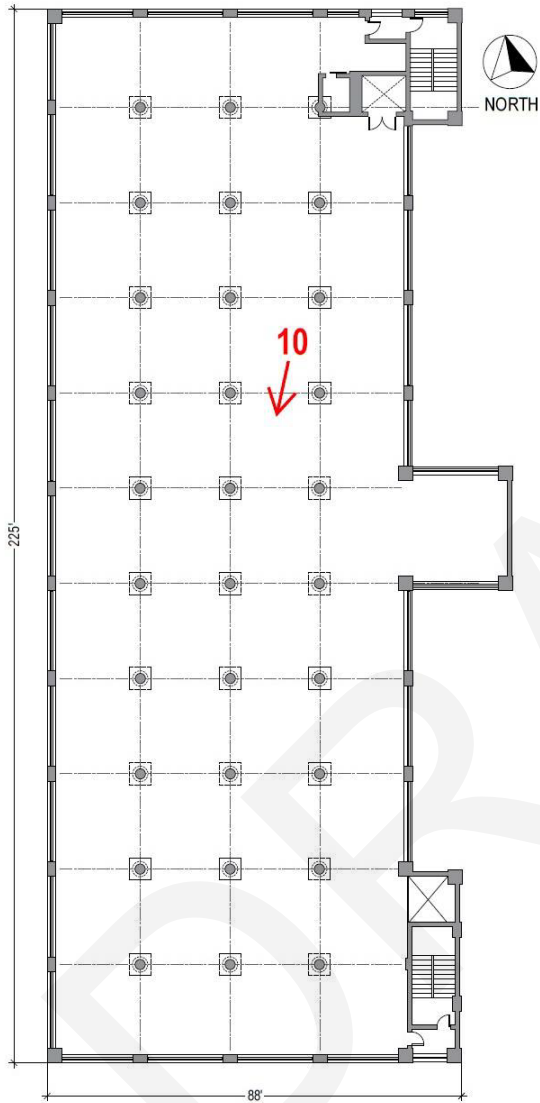


Figure 18: Photo Key: Interior, third floor.

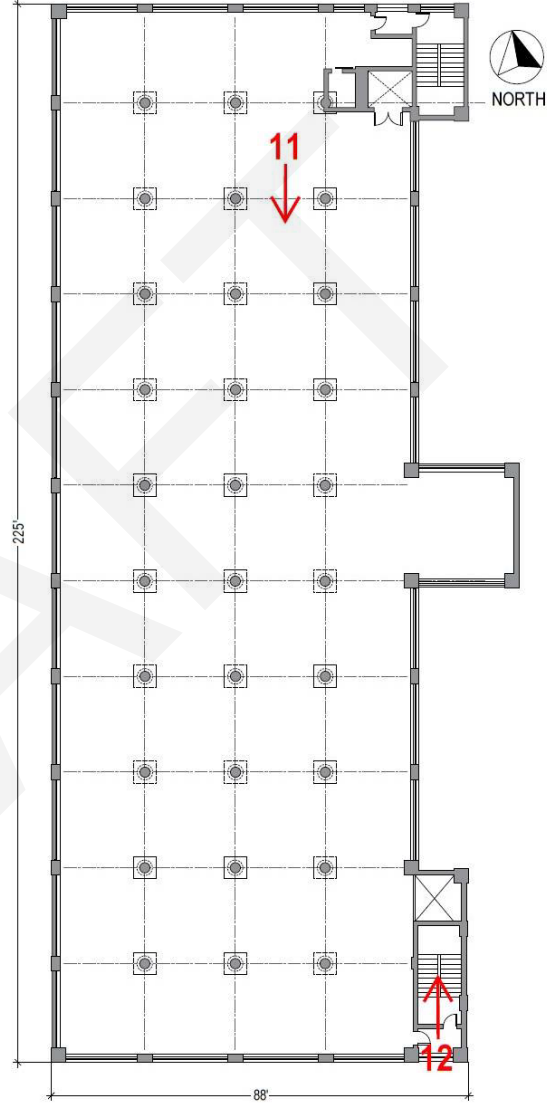


Figure 19: Photo Key: Interior, fourth floor.