

## **COMMENT ON NATIONAL REGISTER NOMINATION**

**ADDRESS: 1101 Catharine Street, Philadelphia Macaroni Company Building**

**OVERVIEW:** The Pennsylvania Historical & Museum Commission (PHMC) has requested comments from the Philadelphia Historical Commission on the National Register nomination of 1101 Catharine Street located in the Bella Vista neighborhood of South Philadelphia and historically known as the Philadelphia Macaroni Company Building. 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 Philadelphia Macaroni Company Factory is significant under Criterion A in the area of Industry as home to the largest and most important manufacturer of macaroni and pasta in Philadelphia for much of the twentieth century. Founded by Antonio Marano in 1914, the Philadelphia Macaroni Company helped to supply the city's large Italian immigrant community with one of its staple food products after imports from Italy were cut off at the beginning of World War I. During the 1920s and later, Philadelphia Macaroni made a significant impact outside of this ethnic enclave as Americans of all backgrounds embraced pasta as a regular part of their diets. Through Philadelphia Macaroni's partnerships with the Campbell Soup Company and Franco-American Foods, among other large manufacturers, the company played a major role in the development of several iconic American food brands. The macaroni made in the company's Philadelphia plant became an essential component in products like Campbell's numerous canned soup varieties and Franco-American's canned spaghetti dinners. Both products, which were sold in all 50 states, were affordable, shelf stable, and easy to prepare dining options, making them popular during the Great Depression and as people increasingly looked for labor-saving ways to feed their families. Later, especially during the 1950s and 1960s, Philadelphia Macaroni built on its success with Campbell and Franco-American by attracting other major industrial customers. In this period, the company began to produce the pasta and noodles found in grocery store staples like Spaghettios and Cup-A-Soup, among other popular brands. By the 1970s, Philadelphia Macaroni built its first satellite plant, and in the 1990s embarked on a major expansion that resulted in the acquisition or construction of several additional manufacturing sites. Today, the Philadelphia Macaroni Company is the largest privately-owned manufacturer of pasta in the United States and continues to be a major supplier to Campbell Soup and other food conglomerates. The period of significance of the Philadelphia Macaroni Company Factory begins in 1933 when the present building was completed (the original one was destroyed by fire in 1932) and ends in 1973, when the company began to relocate its manufacturing operations to other plants in the region and across the country. Although Philadelphia Macaroni still owns its original home and even continues to occupy the first floor as its corporate headquarters, the building has not been used for manufacturing since the early 1980s. This property is not listed on the Philadelphia Register of Historic Places.



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: **Philadelphia Macaroni Company Factory**

Other names/site number:

Name of related multiple property listing:

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

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## 2. Location

Street & number: **1101 Catharine Street**

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

Not For Publication: ☐

Vicinity: ☐

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## 3. State/Federal Agency Certification

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

I hereby certify that this \_\_\_ 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 \_\_\_local

Applicable National Register Criteria:

\_\_\_A \_\_\_B \_\_\_C \_\_\_D

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Signature of certifying official/Title:

Date

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State or Federal agency/bureau or Tribal Government

Philadelphia Macaroni Company Factory

Philadelphia County, PA

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In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register criteria.

Signature of commenting official:

Date

Title :

State or Federal agency/bureau  
or Tribal Government

#### 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

☐☐

Philadelphia Macaroni Company Factory

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Site

Structure

☐

Object

☐

### Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing

Noncontributing

1

0

buildings

0

0

sites

0

0

structures

0

0

objects

1

0

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.)

COMMERCE/TRADE – Business

### 7. Description

#### Architectural Classification

Philadelphia Macaroni Company Factory

Name of Property

(Enter categories from instructions.)

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Other

**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: Brick

DRAFT

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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 Philadelphia Macaroni Company Factory is a three-story brick manufacturing building at the northwest corner of South 11th Street and Catharine Street in South Philadelphia (Figs. 1 and 2). Designed by the architect Isadore W. Levin and originally built in 1933, the factory was enlarged with a three-story addition, also designed by Levin, in 1937 (see building dates in Fig. 1). The building has a structural system of heavy timber framing and exterior walls of red brick, which contain large, regularly spaced window openings. Characteristic of early-twentieth-century industrial architecture, the building is strictly utilitarian in appearance; it contains virtually no ornamental features. The setting of the building is urban. To the north and east, there are other commercial and industrial buildings from the same period. To the south, across Catharine Street, stands the Palumbo Academy (originally the Charles W. Bartlett Junior High School), a large, former public school building dating to about 1930. Otherwise, the surrounding neighborhood is primarily residential, containing many of the two- and three-story, nineteenth-century brick rowhouses that existed at the time the factory was built in the 1930s. Along the east, south, and west elevations (the west elevation faces South Jessup Street), there are concrete sidewalks.



**Photo 1:** South and east elevations, looking northwest.



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



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



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The east elevation, which faces 11th Street, is nine bays wide. The first six bays from the south (left side of [Photo 2](#)) comprise the original 1933 building. The three remaining bays comprise the 1937 addition. The structural bays are separated by slightly projecting brick piers, which rise continuously from ground level up to and extending just above the roofline, creating a crenellation-like effect. On the first story, the first two bays contain pairs of one-over-one, double-hung aluminum replacement windows with transoms. These windows, and most other existing windows in the building (except where noted below) were installed sometime in the 1970s or 1980s. The second bay is shared by an entrance, which is reached by double-sided concrete steps faced in a brick knee wall. The entrance, which dates to the 1970s or 1980s, consists of an aluminum-framed glass door with side lights. The third and fifth bays contain large, multi-light aluminum replacement windows. Between these bays, the fourth bay contains a loading dock. Currently, the loading dock opening is infilled with horizontal metal siding and contains a low, multi-light aluminum window. Above the loading dock is a pitched canopy clad in standing seam metal panels. The sixth bay, which corresponds to an interior fire stair, contains a painted metal egress door, which is recessed into the building. This door is reached by concrete steps. The remaining three bays on the first story have large glass block windows. On the second and third stories, all bays except the sixth bay contain large, multi-light aluminum replacement windows matching those in the third and fifth bays on the first story. The sixth bay contains painted metal fire doors, which open onto original painted metal fire balconies on both stories. The fire balconies extend into the bays on either side, which also contain painted metal egress doors in addition to the windows described above. The sixth bay extends one additional story above the roof.



**Photo 2:** East elevation, looking west from across 11th Street.

The south elevation, which faces Catharine Street, is six bays wide ([Photos 3 and 4](#)). On the first story, all bays except the westernmost bay contain groups of one-over-one, double-hung aluminum replacement windows with transoms. In the sixth or westernmost bay, which corresponds to an interior fire stair, there is a four-light aluminum replacement window. On the second and third stories, all bays except the westernmost bay contain large, multi-light aluminum replacement windows matching those on the east elevation. One of the windows on the second story is currently covered by painted plywood panels. As on the first story, the sixth bay contains a four-light aluminum replacement window on both stories.

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**Photo 3:** South elevation, looking north from across Catharine Street.



**Photo 4:** West and south elevations, looking northeast from Catharine Street.

The west elevation, which faces South Jessup Street, is twelve bays wide ([Photos 4 and 5](#)). All three stories have a series of regularly sized window openings, which are smaller than those found on the east and south elevations. The exception is the northernmost bay, which contains painted metal egress doors on all three stories, including painted metal fire balconies on the second and third stories. On the first story, most of the window openings have been infilled with brick, although the two southernmost bays contain double-hung aluminum replacement windows. On the second story, all of the windows have been replaced with wood panels into which small two-light aluminum windows have been placed. On the third story, the windows are largely original, illustrating the type of multi-light steel factory window that would have been found on all elevations. The exception in the third story windows is that the operable awning portion of the original windows has been replaced with a two-light aluminum window.

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**Photo 5:** West elevation, looking southeast from Jessup Street.

The north elevation partially abuts an adjacent two-story warehouse, but there is a small gap between the buildings on the Jessup Street side. The visible portions of the north elevation consist entirely of brick walls with no window openings.

The roof of the building is flat and contains a modern synthetic membrane, which was installed within the last ten years. At the center of the roof in the original 1933 section, there is a small, one-story penthouse structure, which houses the machinery for the freight elevator below ([Photo 6](#)). The penthouse has brick walls clad in stucco, an original multi-light steel window on the east elevation, and a flat roof. Immediately west of the penthouse is a large, steel-framed platform, which was installed in the 1950s and historically supported a water tank ([Photo 6](#)). Additionally, as explained above, the stair tower along the east elevation rises one story above the roof ([Photos 1 and 2](#)). The east elevation of the stair tower is flush with the main east elevation below, and consists of the same type of brick. The other elevations are clad in stucco.



**Photo 6:** Roof, looking southwest toward the elevator penthouse and water tower platform.



Philadelphia Macaroni Company Factory

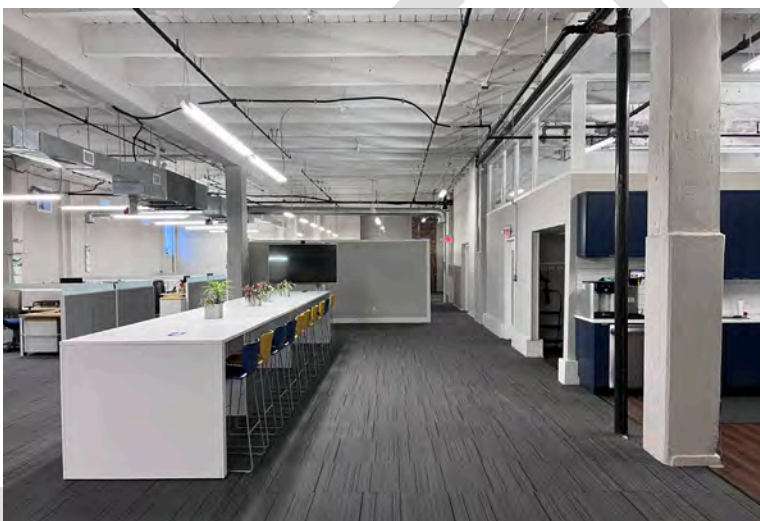
Name of Property

Philadelphia County, PA

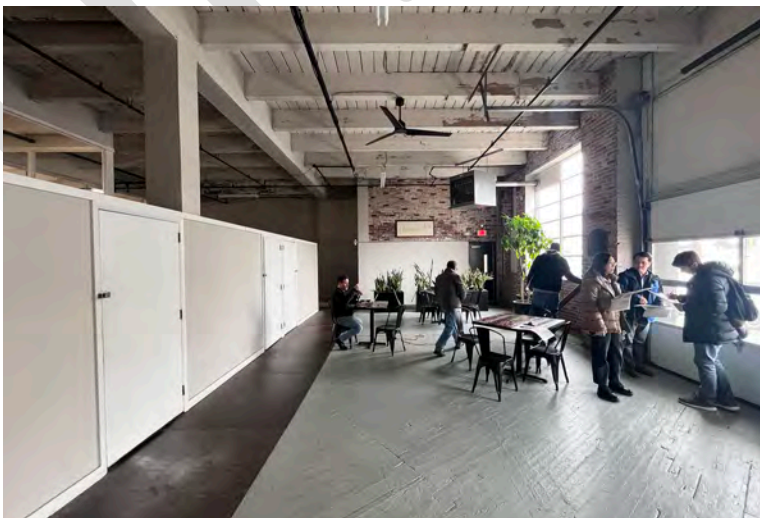
County and State

### Interior

Inside the building, the first floor consists entirely of the offices of the Philadelphia Macaroni Company. These spaces were renovated within the last ten years. Most of the office areas are large and open in plan, preserving the characteristic large volumes of the historic manufacturing spaces (Photos 7-9). Typical finishes in these areas include carpeted floors, historic painted brick perimeter walls (or fully exposed and unpainted in select areas), and exposed heavy timber structural elements, including columns, beams, and floor joists. These structural elements are painted as they were historically. Other intact historic features include the painted metal doors on both sides of the freight elevator, which are visible within the offices. Similar metal-clad fire doors are also found within the brick wall that encloses a smaller space north and west of the stair tower on the east elevation. Additionally, in the space just south of the east elevation stair tower, a metal sign advertising “King Midas”-brand macaroni, Philadelphia Macaroni’s first consumer product, is mounted to one of the brick piers on the perimeter wall (Photo 8).



**Photo 7:** Interior, first floor, looking north.



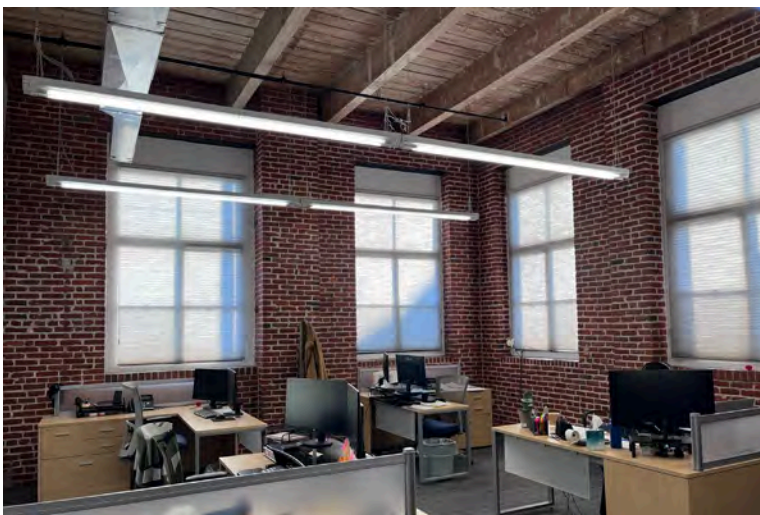
**Photo 8:** Interior, first floor, looking north.

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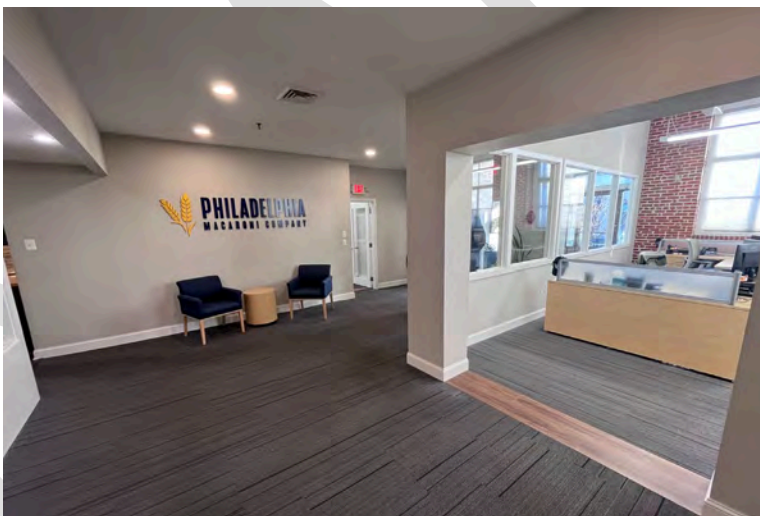
Philadelphia County, PA

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**Photo 9:** Interior, first floor, looking southeast.

The only portions of the first floor where historic finishes are not visible are in the main lobby and an adjacent corridor, where there are drywall partitions and ceilings suspended below the historic ceilings (Photo 10). These finishes were installed within the past five to ten years.



**Photo 10:** Interior, first floor lobby, looking northeast.

The second and third floors have not been used for several decades and have been largely preserved in their historic state (Photos 11-14). Throughout these voluminous manufacturing spaces there are diagonally laid, painted wood floors, although some sections are in poor condition or have been altered; painted brick perimeter walls; and exposed, painted heavy timber structural elements. At the center of the original 1933 section, there is a large brick elevator shaft, which contains original painted metal elevator doors on the west side (Photo 15).



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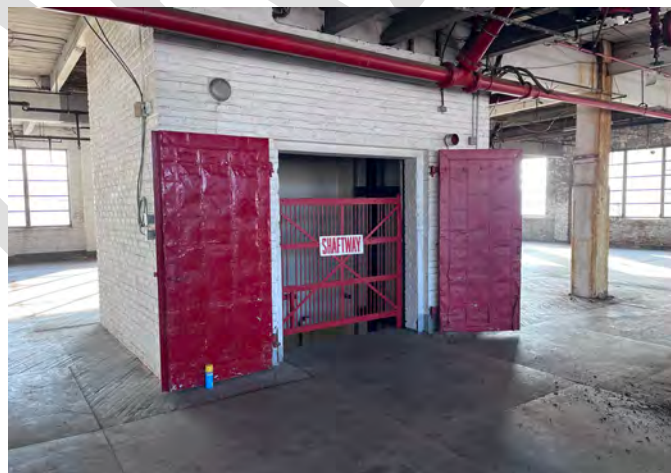
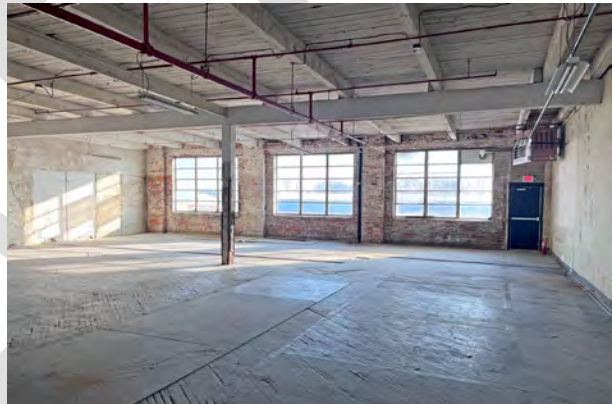
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**Photo 11** (left): Interior, typical manufacturing space on second floor, looking east.  
**Photo 12** (right): Interior, typical manufacturing space on second floor, looking north.



**Photo 13** (left): Interior, typical manufacturing space on third floor, looking south.  
**Photo 14** (right): Interior, typical manufacturing space on third floor, looking east.



**Photo 15:** Freight elevator on the third floor, looking southeast.

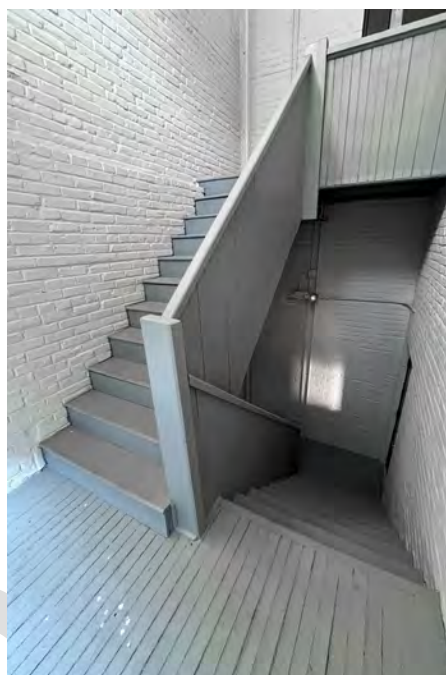
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There are three historic fire stairs in the building: one at the southwest corner and one at the northeast corner of the original 1933 section, and one at the northwest corner of the 1937 addition. All three consist of U-return, painted wood stairs (Photo 16). In the south, interior-facing wall of the stair tower on the east elevation, there are infilled window openings with segmental arched headers. These openings are of a size and shape consistent with a nineteenth-century building, suggesting that these walls are remnants of the previous building, which burned down in 1932.



**Photo 16:** Interior, historic fire stair at southwest corner, looking north between the second and third floors.

**Integrity:**

The Philadelphia Macaroni Company Factory retains overall integrity, particularly in the *design, materials, workmanship*, and *feeling* conveyed by this largely intact, early-twentieth century manufacturing building. The building's exterior masonry treatments, heavy timber structure, and distinctive crenellated roofline are all essential to the viewer's understanding of its historic industrial use. Although most of the original windows have been replaced, with a few rare exceptions, primarily on the secondary west elevation, the openings themselves remain unaltered. In this way, the historic fenestration pattern is still effectively conveyed. Similarly, the building's voluminous interior spaces remain largely intact, especially on the second and third floors. Although portions of the first floor have been subdivided for office use and contain modern commercial finishes, the building's industrial character is still clearly conveyed through extensive exposed and painted brick walls, the exposed structural system of columns and beams, and features like the original freight elevator doors and fire doors.

The historic *location* and *setting* of the building also remain intact. The building stands in its original location, and most of the commercial, industrial, educational, and residential buildings that existed at the time it was built in the 1930s 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**

1933-1973

**Significant Dates**

N/A

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Isadore W. Levin, architect

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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 Philadelphia Macaroni Company Factory is significant under Criterion A in the area of industry as home to the largest and most important manufacturer of macaroni and pasta in Philadelphia for much of the twentieth century. Founded by Antonio Marano in 1914, the Philadelphia Macaroni Company helped to supply the city's large Italian immigrant community with one of its staple food products after imports from Italy were cut off at the beginning of World War I. During the 1920s and later, Philadelphia Macaroni made a significant impact outside of this ethnic enclave as Americans of all backgrounds embraced pasta as a regular part of their diets. Through Philadelphia Macaroni's partnerships with the Campbell Soup Company and Franco-American Foods, among other large manufacturers, the company played a major role in the development of several iconic American food brands. The macaroni made in the company's Philadelphia plant became an essential component in products like Campbell's numerous canned soup varieties and Franco-American's canned spaghetti dinners. Both products, which were sold in all fifty states, were affordable, shelf stable, and easy to prepare dining options, making them popular during the Great Depression and as housewives increasingly looked for labor-saving ways to feed their families. Later, especially during the 1950s and 1960s, Philadelphia Macaroni built on its success with Campbell and Franco-American by attracting other major industrial customers. In this period, the company began to produce the pasta and noodles found in grocery store staples like Spaghettios and Cup-A-Soup, among other popular brands. By the 1970s, Philadelphia Macaroni built its first satellite plant, and in the 1990s embarked on a major expansion that resulted in the acquisition or construction of several additional manufacturing sites. Today, the Philadelphia Macaroni Company is the largest privately-owned manufacturer of pasta in the United States and continues to be a major supplier to Campbell Soup and other food conglomerates. The period of significance of the Philadelphia Macaroni Company Factory begins in 1933 when the present building was completed (the original one was destroyed by fire in 1932) and ends in 1973, when the company began to relocate its manufacturing operations to other plants in the region and across the country. Although Philadelphia Macaroni still owns its original home, and even continues to occupy the first floor as its corporate headquarters, the building has not been used for manufacturing since the early 1980s.

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

The Philadelphia Macaroni Company was founded in 1914 by Carlo Antonio Marano (b. 1853), an enterprising Italian immigrant who arrived in Philadelphia in 1881 (Marano most often went by his middle name, Antonio). A wave of Italian immigration to the United States began around 1880, bringing millions of farm laborers from Southern Italy to urban centers like New York, Philadelphia, and Boston in the coming decades. In Philadelphia, the Italian newcomers primarily settled in an area just south of Center City, roughly bounded by Catharine and Carpenter Streets to the north and south, and 7th and 9th Streets to the east and west. It was here, at the southwest corner of 7th and Fitzwater Streets, where Marano opened a retail and wholesale grocery around 1890 (this building no longer stands). Marano stocked his shelves with specialty Italian goods – olive oil, garlic, vinegar, beans, nuts, and pasta, among other products – which he imported himself through a separate concern known as A.

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Marano & Company. Within only a few years, Marano had established his business as a critical source of imported Italian foods in Philadelphia, making it possible for a growing number of Italian immigrants to maintain important culinary traditions in their adopted city and country.<sup>1</sup> In addition to everyday people from the surrounding neighborhood, Marano's customers included retail grocers and restaurants from throughout Philadelphia's Italian enclave. All relied on Marano's store – a "landmark of the neighborhood," by one contemporary account – to supply them with Italian specialties otherwise unavailable in the city.<sup>2</sup>

Pasta or macaroni, which had been a staple of the Italian diet for centuries, appears to have been one of Marano's best-selling products. Before 1900, there were few macaroni producers in the United States.<sup>3</sup> In Philadelphia, one exception was Lagomarsino & Cuneo (later known as the Cuneo Italian & American Macaroni Works), which was founded in 1864 and based in a building, later replaced by a bank, at the northwest corner of 8th and Christian Streets.<sup>4</sup> A small number of other macaroni companies opened in Philadelphia during the 1880s and 1890s. The best-known examples were Guano & Raggio, whose factory at the southwest corner of 7th and Montrose Streets, now demolished, operated from about 1882 to 1920, and Ricchezza & Verna, who had a factory at 1021 South 9th Street, partially extant today, from 1893 to about 1905.<sup>5</sup> Despite being pioneers in their field, these operations were small ones; before the turn of the century, no macaroni factory in Philadelphia ever employed more than 30 people.<sup>6</sup> Although Marano may have sold some of the macaroni made in local factories like these, it is more than likely that his stock came predominantly from pasta factories in Italy.<sup>7</sup> During this period, imports supplied a vast majority of the pasta consumed in this country.<sup>8</sup>

The reliance of Italian immigrants and others on imported macaroni products was caused in large part by the inadequacy of the domestic durum wheat industry. The semolina made from this hard spring wheat was essential in the production of high-quality macaroni, but the raw product was not traditionally grown in the United States except in very small quantities. That began to change around 1900, when farmers in North and South Dakota, Montana, and Minnesota began to cultivate durum on a large scale for the first time, dramatically transforming the prospects of the macaroni industry in this country.<sup>9</sup> Between 1900 and 1910, new macaroni producers began to open in greater numbers in Philadelphia and other cities. Although the macaroni industry in the United States first assumed commercial importance around this time, most manufacturers remained small.<sup>10</sup> In Philadelphia,

<sup>1</sup> Marano was the largest Italian wholesaler in the city, according to one source: "Wholesaler Loses License," *Facts About Sugar* (March 2, 1918), p. 173.

<sup>2</sup> "Cops Rescue Family of Five in Blaze...," *Philadelphia Inquirer*, June 2, 1916.

<sup>3</sup> U.S. Tariff Commission, "Tariff Information Series: Macaroni, Vermicelli, and all Similar Preparations, Revised Edition" (Washington, D.C., 1921), pp. 10-11; U.S. Department of Commerce, Bureau of Foreign and Domestic Commerce, "International Trade in Macaroni Products," Trade Information Bulletin No. 788 (Washington, D.C., 1932), p. ii.

<sup>4</sup> Richard N. Juliani, *Building Little Italy: Philadelphia's Italians Before Mass Migration* (State College, PA: Pennsylvania State University Press, 1998), pp. 272-83.

<sup>5</sup> *Boyd's Philadelphia City Directory* and *Gopsill's Philadelphia City Directory* (various editions, 1880-1915).

<sup>6</sup> *Annual Report of the Factory Inspector of the Commonwealth of Pennsylvania* (various editions, 1895-1915).

<sup>7</sup> U.S. Department of Commerce, p. ii.

<sup>8</sup> U.S. Tariff Commission, p. 7.

<sup>9</sup> Victor E. Hood, "Growth of the American Macaroni Products Industry," *Domestic Commerce* (July 1947), p. 56

<sup>10</sup> U.S. Tariff Commission, p. 10.

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Guano & Raggio's factory, still with fewer than 30 employees, remained the largest of its kind.<sup>11</sup> Imports continued to dominate the field.

Despite the growth of the macaroni industry after 1900, most producers were still not making macaroni on an industrial scale, but this changed rapidly in 1914. With the beginning of World War I that year, the macaroni industry in the United States was dramatically transformed. Cut off from imports as a result of the conflict, Italian immigrants in Philadelphia and other cities quickly adjusted by opening the first large-scale macaroni factories in this country. Whereas before the war most macaroni producers only employed two dozen people at most and worked in small mercantile or even adapted residential buildings – most were not designed for manufacturing – by the end of World War I, the first sprawling, purpose-built macaroni factories began to appear in American cities.

The Philadelphia Macaroni Company, headed by Antonio Marano, was the first of the large producers to open in the city during World War I. Little is known about the precise circumstances surrounding the establishment of the business in 1914. One trade journal noted that the enterprise was financed by “a number of wealthy down town Italians,” who together raised \$75,000 to open “a modernly equipped plant...for the making of macaroni, spaghetti, and other kindred products.”<sup>12</sup> Incorporation documents listed Marano's son Luca, and another individual named Hector Teti, an Italian immigrant who owned a bank on South 9th Street, as minority owners of the business.<sup>13</sup> Part of the group's investment included \$28,000 for the acquisition of the old Schomacker Piano Company factory at the northwest corner of 11th and Catharine Streets, on the outskirts of the city's Italian district (Figs. 3 and 4).<sup>14</sup> Built around 1850, this large, five-story factory was acquired in 1899 by John Wanamaker and continued to make pianos until 1914.<sup>15</sup> As discussed below, this building preceded the current one.



**Figure 3:** Engraved view of the Schomacker Piano Factory from *Philadelphia and its Environs* (J.B. Lippincott & Co., 1873).

<sup>11</sup> *Annual Report of the Factory Inspector* (various editions, 1895-1915).

<sup>12</sup> *Alphabetical List of Charters of Corporations Enrolled in the Office of the Secretary of the Commonwealth, June 1, 1913 through May 31, 1915* (Harrisburg, PA, 1915), p. 120; “Trade Gleanings,” *Flour, Hay, Grain & Feed* (November 1914), p. 50.

<sup>13</sup> Philadelphia Macaroni Co., Articles of Incorporation, 1914 (available from the Pennsylvania Dept. of State).

<sup>14</sup> “Large Downtown Factory Bought,” *Philadelphia Inquirer*, September 2, 1914.

<sup>15</sup> Alfred Dolge, *Pianos and Their Makers, Volume II* (Covina, CA: Covina Publishing Co., 1913), pp. 205-06.

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**Figure 4:** South 11th Street, looking north from Catharine, showing the Philadelphia Macaroni Company factory at left, including painted signage on the side of the building (City Parks Association, *Annual Report*, 1919/1920).



**Figure 5:** Early Philadelphia Macaroni advertisement as it appeared in *La Rassegna*, a local Italian language newspaper, in 1917 and 1918.

During the early years of the Philadelphia Macaroni Company, the business was primarily focused on supplying the wholesale market. The company's name frequently appeared in industry directories like *Thomas' Wholesale Grocery and Kindred Trades Register* and the *Chilton Hotel Supply Index* both of which were nationally distributed. Among Philadelphia Macaroni's most popular products were, of course, various types of macaroni. At the time, the term macaroni referred to short-cut, tube-shaped types of pasta, such as elbows, penne, and rigatoni. The company also made longer types of pasta, such as spaghetti and linguine. In the early 1920s, an illustrated series published in the *Philadelphia Public Ledger*, called "Our City Workers and What They Do," provided some insight into manufacturing operations at the Philadelphia Macaroni Company Factory (Fig. 6). These images and their captions revealed that the factory was producing upwards of 20,000 pounds of pasta per day, and that a single employee handled about 400 pounds daily. By extrapolation, it appears that Philadelphia Macaroni employed about 50 people at the time, demonstrating that the size of macaroni manufacturing operations had grown significantly since the start of the first World War. At the time, the only other macaroni factories in Philadelphia of comparable size were those of the American Macaroni Company at 924 South 9th Street, which had 42 employees, and A.C. Krumm & Son, a North Philadelphia-based manufacturer with 45 employees.<sup>16</sup>

<sup>16</sup> *Fourth Industrial Directory of the Commonwealth of Pennsylvania* (Harrisburg, PA, 1922).

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**Figure 6:** Workers at the Philadelphia Macaroni Company Factory as they appeared in "Our City's Workers and What They Do," a series published in the *Philadelphia Public Ledger* in 1920-22.

Not much is known about Philadelphia Macaroni's early customers, but sometime in the mid-1920s the company secured its first major contract with the Campbell Soup Company. Founded in 1869 and based in Camden, New Jersey, just across the Delaware River, Campbell was the nation's largest producer of canned soups. Several Campbell soup varieties contained macaroni, most importantly its popular vegetable soup, which featured letter-shaped pasta (Fig. 7). Before World War I, the alphabet macaroni Campbell used in its vegetable soup was imported from France. In 1914, however, the company's supply was cut off as a result of the conflict, and it was left to find a domestic source for what had become an essential component of one of its most iconic and widely available canned soups. Campbell either found a domestically produced substitute or tried to make alphabet macaroni on its own. Either way, the company ran into texture and bite-quality issues, discovering how difficult it was to produce macaroni that could withstand the demands of canning and long-term storage. Looking for a solution, Campbell turned to Philadelphia Macaroni. To meet Campbell's demands, Marano and his company worked to develop a special recipe with heartier semolina and reconfigured their equipment to increase the drying dwell time. Made on existing pasta press machines, which were now equipped with newly acquired letter-shaped dies, the company's alphabet macaroni exceeded Campbell's expectations. Philadelphia Macaroni Company became Campbell's exclusive supplier of alphabet macaroni. In the coming years Philadelphia Macaroni's business with Campbell Soup grew steadily as the latter gradually introduced more soup varieties featuring pasta.<sup>17</sup>

<sup>17</sup> Philadelphia Macaroni Co., "Alphabet Soup," <https://philamacaroni.com/alphabet-soup/> (accessed 2 Feb 2025).



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**Figure 7:** Campbell Soup ad from *Ladies Home Journal* (December 1928), illustrating the alphabet macaroni made by the Philadelphia Macaroni Company.

Beyond its lucrative contracts with Campbell Soup, Philadelphia Macaroni's success was bolstered by a growing acceptance of macaroni and pasta more generally among the American public during the 1920s. As one expert wrote, "...there appears to be a trend among Americans to follow the habits and customs of Italians, and use of macaroni or spaghetti not as a side dish or as a substitute for a vegetable but as the main item of food in the meal when served."<sup>18</sup> No longer consumed primarily by Italian Americans, consumer macaroni products increasingly became available on store shelves throughout the country, and restaurants, even expensive ones, began to add macaroni and spaghetti as entrees to their menus. In 1927, Philadelphia Macaroni began to reach customers directly when they acquired the American Macaroni Company, a manufacture on nearby South 9th Street.<sup>19</sup> American's popular King Midas macaroni, spaghetti, and egg noodles, which were widely available in stores throughout the Mid-Atlantic states, were part of the deal (Fig. 8). King Midas was Philadelphia Macaroni's first consumer brand, and the company continued to produce products under this label well into the late 1960s. As mentioned in Section 7, a metal King Midas sign is mounted to a wall in one of the first-floor interior spaces.

<sup>18</sup> "International Trade in Macaroni Products."

<sup>19</sup> "Eastern States," *The Northwestern Miller* (April 27, 1927): 240.

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**Figure 8:** Early advertisement for King Midas macaroni products (from the *Lancaster News-Journal*, March 22, 1928).

In 1929, the first year in which detailed statistics on individual manufacturers were collected by the U.S. Census, Philadelphia Macaroni had 80 employees and reported \$287,430 in sales. Within the City of Philadelphia, the company was second in sales only to A.C. Krumm & Son, which had 65 employees and reported \$537,802 in sales. Krumm, which was based in North Philadelphia and had been in business since the mid-nineteenth century, was not considered a direct competitor because they were also a bakery and primarily made consumer products for retail sale. Within the city's Italian district, Philadelphia Macaroni's only noteworthy competitors were the Kurtz Brothers and R. DeAngelis & Company. The Kurtz Brothers, who began to make consumer-focused macaroni products above their grocery business at 9th and Kimball Streets around the same time as Philadelphia Macaroni, had 40 employees and made sales of \$266,250 in 1929. R. DeAngelis & Company, which opened at 915 South 7th Street around 1900, had 10 employees and \$64,774 in sales the same year. Elsewhere in Philadelphia, the only other company whose sales came anywhere near those of Philadelphia Macaroni was the West Philadelphia Macaroni Company, which was established around the same time as the former. In 1929, West Philadelphia reported having 18 employees and made \$115,000 in sales.<sup>20</sup>



**Figure 9:** A Philadelphia Macaroni delivery truck during the early 1930s (*Autocar Messenger*, May 1931).

<sup>20</sup> All statistics in this paragraph were found in the U.S. Census of Manufactures, 1929.

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Philadelphia Macaroni suffered a major setback in October 1932 when their plant was completely destroyed by fire, but the company was not out of the running for very long.<sup>21</sup> As soon as March 1933, construction on a new factory, the one that exists today, had begun.<sup>22</sup> Designed by local architect Isadore W. Levin, the new building, completed in late 1933, gave Philadelphia Macaroni an opportunity to create a modern, more efficient plant with the most up-to-date machinery, which the company procured from the Consolidated Macaroni Machine Corporation of Brooklyn, New York, the country's largest producer of specialty macaroni-making equipment.<sup>23</sup>

The impact of the new factory on the success of the Philadelphia Macaroni Company was significant. Now able to accommodate increasing orders from Campbell – the company's inexpensive canned soups became even more popular during the Great Depression – sales exploded. Although Philadelphia Macaroni had already become the largest producer in Philadelphia as early as 1931, reporting \$487,500 in sales that year, the fire caused a severe drop in sales in 1933 because the plant was only open part of that year. In 1935, however – the first full year that statistics are available post-fire – sales jumped considerably to \$862,554, nearly double the 1931 figure and the sales of any other macaroni company in the city.<sup>24</sup> That year, Philadelphia Macaroni had 98 employees, representing a nearly twenty-five percent increase since 1929.<sup>25</sup> By 1937, with sales apparently continuing to increase (detailed figures are not available after 1935), Philadelphia Macaroni was forced to enlarge its factory. That year, Philadelphia Macaroni extended the three-story building about fifty-two feet to the north, resulting in the building that exists today.<sup>26</sup> Meanwhile, major changes to the leadership of the company were made. Around 1935, Antonio Marano retired from his active role in running the Philadelphia Macaroni company, leaving the business to be managed by his sons Vincent and Ralph and a third partner, Louis Roncace, who had been an employee of the company for many years.<sup>27</sup> Antonio Marano himself died two years later, in November 1937.<sup>28</sup>

Philadelphia Macaroni's rapidly growing sales came as a result of expanded contracts with large manufacturers like Campbell Soup and its subsidiaries. In addition to continuing to make alphabet macaroni for Campbell's vegetable soup, a product that was quickly becoming a staple of the American diet, Philadelphia Macaroni began supplying a wide range of pasta types to the Franco-American Food Company, a Campbell-owned factory in Jersey City, New Jersey. Franco-American's condensed soups and other canned foods were among the most popular in the country and could be found in stores in all fifty states and territories. During the 1920s, Campbell began to make canned spaghetti dinners under the Franco-American name. The spaghetti, of course, was made by the Philadelphia Macaroni Company.

Like Campbell's condensed soups, canned spaghetti dinners were affordable, shelf-stable, and easy to prepare, qualities which helped them to become an important form of sustenance during the Great

<sup>21</sup> "8 Firemen Injured at 4-Alarm Blaze," *Philadelphia Inquirer*, October 21, 1932.

<sup>22</sup> "Philadelphia Contracts Awarded," *Philadelphia Real Estate Record and Builders' Guide* (March 8, 1933), p. 73.

<sup>23</sup> Consolidated Macaroni Machine Corp., "Catalogue of Machinery for the Manufacture of Alimentary Pastes" (Brooklyn, NY, circa 1935).

<sup>24</sup> All statistics in this paragraph were found in the U.S. Census of Manufactures, 1931, 1933, and 1935.

<sup>25</sup> *Eighth Industrial Directory of the Commonwealth of Pennsylvania* (Harrisburg, PA, 1935), p. 524.

<sup>26</sup> "Philadelphia Contracts Awarded," *Philadelphia Real Estate Record and Builders' Guide* (May 5, 1937), p. 65.

<sup>27</sup> Articles of amendment reflecting this change to the corporation's original state charter were filed with the Pennsylvania Department of State that year.

<sup>28</sup> Commonwealth of Pennsylvania, Death Certificate for Antonio Marano, 1937.

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Depression and to increase the popularity of Italian food among a much broader segment of the American public.<sup>29</sup> As to the latter, one historian writes that Campbell and its two biggest competitors, Heinz and Kraft Foods...

[did] more than anyone else to make Americans familiar with Italian food. It mattered little that most Italian Americans looked with disgust at such an 'unnatural' combination of modernity (cans) and tradition (pasta) – the popularity of canned spaghetti was an unavoidable sign of the interest big business was now taking in a cultural product of an immigrant minority that not long before had been denigrated by reformers and nutritionists and ignored by most U.S. consumers.<sup>30</sup>

The Philadelphia Macaroni Company continued to supply Campbell Soup and Franco-American with pasta and noodles for decades to come, manufacturing macaroni products for an ever-growing line of consumer products. Boosted in part by the introduction of Campbell's flagship Chicken Noodle Soup in 1934, Campbell's canned soups, with their distinctive red and white labels, became ubiquitous in grocery stores across the United States. For many decades, every piece of macaroni found in a Campbell's soup can came from Philadelphia Macaroni's plant at 11th and Catharine Streets. In 1962, Campbell's Soups achieved the status of American pop culture icon when the artist Andy Warhol first exhibited his series *Campbell Soup Cans*, consisting of paintings depicting all 32 varieties available at that time, at a gallery in Los Angeles. In at least five of those varieties – Vegetable, Chicken Noodle, Turkey Noodle, Beef Noodle, and Minestrone – pasta or noodles made by Philadelphia Macaroni played a starring role, demonstrating the company's major contribution to the development of an essential American product (Fig. 10).



**Figure 10:** Screenprint reproduction of one of Andy Warhol's iconic Campbell's Soup paintings (Whitney Museum of American Art).

The Philadelphia Macaroni Company is representative of the trends that transformed the larger industry during the 1930s and beyond. Long composed of many relatively small producers, the macaroni industry began to consolidate and concentrate in this period. As one historian explains, "Many of the factories founded at the turn of the twentieth century later vanished from the American industrial

<sup>29</sup> Richard H. Holloway, "Foods of the Great Depression: From Peanut Butter-Stuffed Onions to Edible Lint," Accessed 2/3/2025. <https://www.historynet.com/great-depression-foods/>

<sup>30</sup> Simone Cinotto, *The Italian-American Table* (Champaign, IL: University of Illinois Press, 2013), 152.

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landscape, swallowed up by competing companies,” leaving a smaller number of much larger manufacturers, including the Philadelphia Macaroni Company, which had 126 employees at the end of the 1940s.<sup>31</sup> In fact, after A.C. Krumm shut down in the late 1930s, Philadelphia Macaroni and Kurtz Brothers, who remained in their factory at 9th and Kimball Streets, were the city’s only two macaroni producers of note. But after the Kurtz factory was largely destroyed by fire in 1941, the business relocated to suburban Bridgeport, Pennsylvania and eventually went out of business sometime in the 1950s.<sup>32</sup>

During the 1960s, Philadelphia Macaroni continued to supply Campbell Soup and Franco-American with noodles and other types of macaroni, including for a range of new products introduced by both companies. One of the best-selling new products was Spaghettios, which, along with a sister product, Macaronios, was first sold in stores under the Franco-American label in 1965 (Fig. 11). Developed primarily with children in mind, Spaghettios consisted of small rings rather than long ribbons of spaghetti in a tomato sauce, making the product easy for kids to eat with a spoon. Macaronios were similar but had a cheese sauce rather than one made with tomatoes. The Spaghetti rings used in both products proved easy for Philadelphia Macaroni to make because they required essentially the same methods and machinery used in the manufacture of alphabet macaroni. Although Macaronios are no longer sold, Spaghettios continue to be a popular low-cost, easy to prepare meal option for children today.



Figure 11: Early advertisement for Spaghettios.

Beyond Campbell Soup and Franco-American, a number of other large, national food conglomerates became customers of Philadelphia Macaroni during the 1960s and 1970s. Among the best-known was Unilever. In 1972, Lipton, a Unilever subsidiary, first introduced Cup-A-Soup, an instant soup product that included small noodles made by the Philadelphia Macaroni Company. It appears that as a result of increasing business from large industrial customers, Philadelphia Macaroni finally abandoned its only consumer product, its King Midas brand pasta and noodles, sometime in the late 1960s.<sup>33</sup>

<sup>31</sup> Silvano Serventi and Francoise Sabban, *Pasta: The Story of a Universal Food* (New York: Columbia University Press, 2002), 192; *Twelfth Industrial Directory of the Commonwealth of Pennsylvania* (Harrisburg, PA, 1948), p. 427.

<sup>32</sup> Ralph Cropper, “5-Alarm Blaze Drives Out 200, Terrifies Area,” *Philadelphia Inquirer*, July 17, 1941.

<sup>33</sup> King Midas brand products appear in newspaper advertisements as late as 1968.



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By the early 1970s, the Philadelphia Macaroni plant at 11th and Catharine Streets could no longer handle all of the company's business. In 1973, the company built its first satellite plant, a 15,000 square foot facility at 4950 Island Avenue in Philadelphia, adjacent to the Philadelphia International Airport, and began the process of transferring much of its manufacturing operation there.<sup>34</sup> Although some production still took place in the 11th and Catharine plant, the new facility was equipped with more modern machinery, which probably made it more efficient and cost-effective to run. By 1981, all production had been moved to the Island Avenue plant, which had been expanded with a 12,000 square-foot addition in 1979.<sup>35</sup>

After Philadelphia Macaroni vacated the 11th and Catharine plant as a manufacturing site in 1981, the Marano family converted the largely empty building into a self-storage business.<sup>36</sup> Opened in 1982, Society Hill Self Storage remained in operation in the building until the mid-2000s, after which most of the first floor and all of the second and third floors were left completely vacant. It appears that Philadelphia Macaroni maintained their corporate headquarters in the southern portion of the first floor throughout this period. In 2007, the company fully renovated their offices, and within the last five years expanded into the remainder of the first floor.

#### *The Philadelphia Macaroni Company after 1981*

After relocating all operations to their new Island Avenue plant, Philadelphia Macaroni continued to expand. In 1986, the company reentered the consumer products market when they acquired Conte Luna Foods, Inc. Originally known as V. Arena & Sons, Inc., Conte Luna's 50,000 square foot factory in Norristown, Pennsylvania produced the regionally popular Conte Luna brand of Italian-style pasta. The 1990s brought more growth as Philadelphia Macaroni built a new 20,000 square foot plant in Grand Forks, North Dakota, near the source of their durum wheat supply.<sup>37</sup> Around the same time, Philadelphia Macaroni moved most of its Philadelphia-area production, including that of the old Conte Luna factory, to the former V. LaRosa & Sons macaroni factory in Warminster, Pennsylvania, which they acquired in 1997.<sup>38</sup> The former LaRosa plant replaced Philadelphia Macaroni's Island Avenue facility, which, as early as 1993, the company learned would need to be demolished as part of a runway expansion project at the Philadelphia International Airport's.<sup>39</sup> The site was eventually cleared in 1998.

Philadelphia Macaroni's pace of expansion has only accelerated in recent years. In 2014, the company acquired a Unilever-owned plant in Harrisburg, Pennsylvania. Originally built by the Megs Macaroni Company (later known as Pennsylvania Dutch Megs, Inc.), the plant now makes pasta, noodles and other macaroni products for popular brands like Knorr and Marie Callender.<sup>40</sup> Most recently, the company acquired one of its chief rivals, A. Zerega's Sons, in 2020.<sup>41</sup> Originating in a pasta factory established by Antoine Zerega in Brooklyn, New York in 1848, the company, like Philadelphia Macaroni, was a family-owned business that became a major wholesale supplier during the early twentieth century. Zerega moved to Fair Lawn, New Jersey in 1952.

<sup>34</sup> Oscar B. Teller, "PIDC Aids New Macaroni Plant," *Philadelphia Inquirer*, February 7, 1973.

<sup>35</sup> "New Plant Scorecard," *Food Engineering* (August 1979): 65; David Cohan, "Competition mounts, strains self storage industry," *Philadelphia Business Journal*, July 4-10, 1983.

<sup>36</sup> Cohan.

<sup>37</sup> Anthony R. Wood, "Local Pasta is Made With a N.D. Twist," *Philadelphia Inquirer*, August 5, 1992.

<sup>38</sup> Scott Cech, "Pasta Factory Leaving Borough," *Philadelphia Inquirer*, July 30, 1997.

<sup>39</sup> Douglas Belkin, "Pasta Plant to Build at Warminster Site," *Philadelphia Inquirer*, December 4, 1997.

<sup>40</sup> Reid Kanaley, "Pasta Plant Changing Hands," *Philadelphia Inquirer*, January 15, 2014.

<sup>41</sup> Joseph N. DiStefano, "Philadelphia Macaroni Co. buys New York's Zerega," *Philadelphia Inquirer*, May 2, 2020.

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Until 2024, the Marano family continued to own the Philadelphia Macaroni Company, which had become the largest privately-owned manufacturer of pasta in the United States following its acquisition of Zerega.<sup>42</sup> In 2024, the private equity firm Investindustrial acquired Philadelphia Macaroni through its Illinois based company, Winland Foods, for \$495 million.<sup>43</sup> Today, the company continues to supply Campbell Soup and other large manufacturers. Apart from Campbell's extensive line of soups, the many prominent, nationally available brands whose products feature pasta or noodles made by Philadelphia Macaroni include Kraft Macaroni & Cheese, Progresso Soups, and Hamburger Helper. The company also makes the store-branded pasta sold in major grocery chains like Whole Foods and Wegman's.

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<sup>42</sup> DiStefano.

<sup>43</sup> "Investindustrial-backed Winland Foods to acquire Philadelphia Macaroni Company for \$495m," MergerLinks, January 26, 2024, <https://app.mergerlinks.com/request-credit/2024-01-26-philadelphia-macaroni-company>, accessed March 6, 2025.



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**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: \_\_\_\_\_

**Historic Resources Survey Number (if assigned):** \_\_\_\_\_

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## 10. Geographical Data

**Acreage of Property** ~0.31 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: 39.940444 Longitude: -75.161063

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 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: March 6, 2025

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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: Philadelphia Macaroni Company Factory  
City or Vicinity: Philadelphia  
County: Philadelphia State: PA  
Photographer: Kevin McMahon  
Date Photographed: January 17, 2025

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

<i>Photograph #</i>	<i>Description of Photograph</i>
1.	South and east elevations, looking northwest.
2.	East elevation, looking west from across 11th Street.
3.	South elevation, looking north from across Catharine Street.
4.	West and south elevations, looking northeast from Catharine Street.
5.	West elevation, looking southeast from Jessup Street.
6.	Roof, looking southwest toward the elevator penthouse and water tower platform.
7.	Interior, first floor offices, looking north.
8.	Interior, first floor, looking north.
9.	Interior, first floor offices, looking southeast.
10.	Interior, first floor lobby, looking northeast.
11.	Interior, typical manufacturing space on second floor, looking east.
12.	Interior, typical manufacturing space on second floor, looking north.
13.	Interior, typical manufacturing space on third floor, looking south.
14.	Interior, typical manufacturing space on third floor, looking east.
15.	Freight elevator on the third floor, looking southeast.
16.	Interior, stair at southwest corner, looking north between the second and third floors.

**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

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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.

DRAFT

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**Index of Figures – Section 7**

<i>Figure #</i>	<i>Description of Figure</i>
1.	Site plan with National Register Boundary.
2.	Recent aerial view of the property.

**Index of Figures – Section 8**

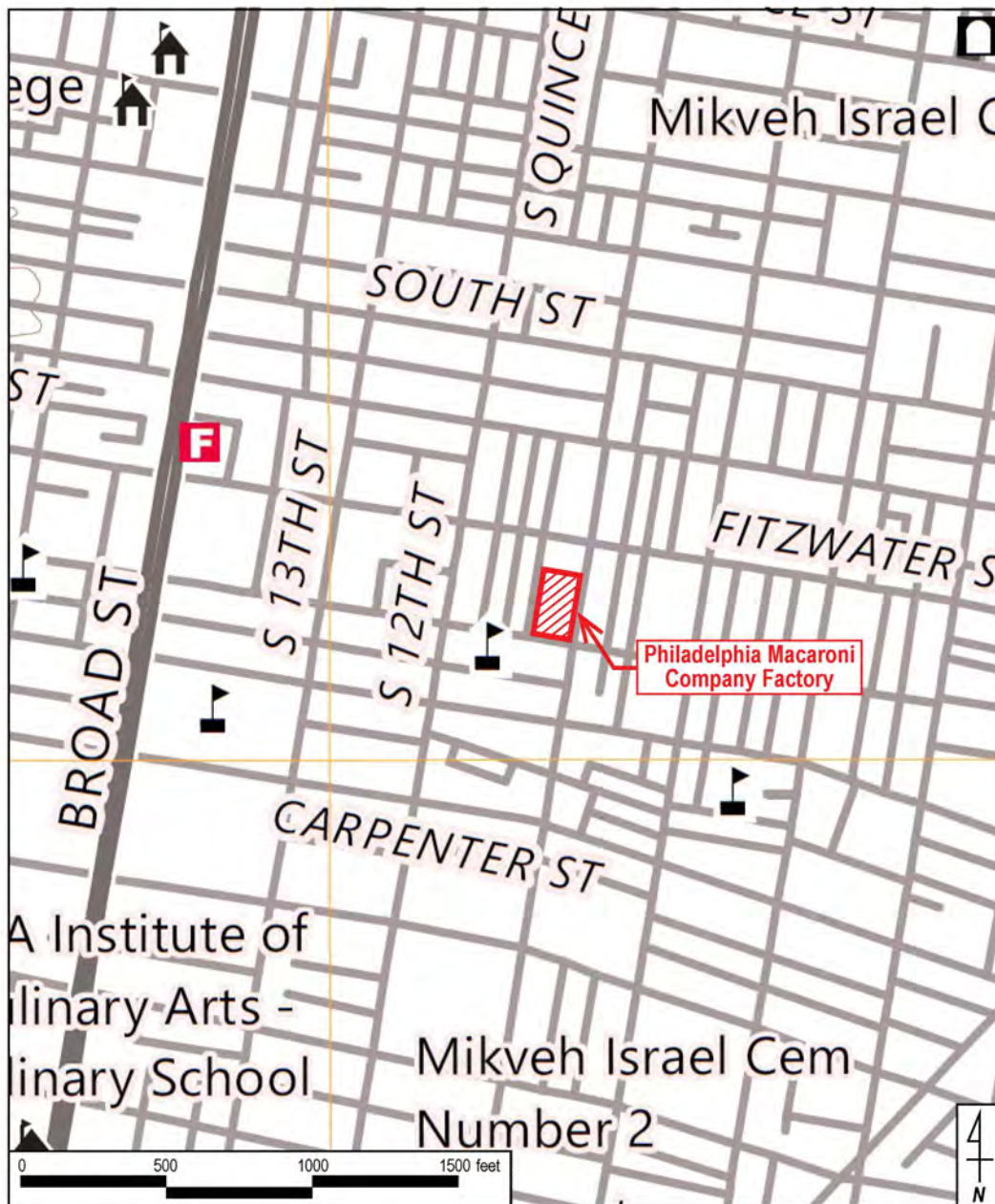
<i>Figure #</i>	<i>Description of Figure</i>
3.	Engraved view of the Schomacker Piano Factory
4.	11th Street, showing the Philadelphia Macaroni Co. Factory.
5.	Early Philadelphia Macaroni advertisement as it appeared in La Rassegna.
6.	Workers at the Philadelphia Macaroni Company Factory in 1920-22.
7.	Campbell Soup ad from <i>Ladies Home Journal</i> (December 1928).
8.	Early advertisement for King Midas macaroni products.
9.	Philadelphia Macaroni delivery truck during the early 1930s.
10.	Reproduction of one of Andy Warhol's iconic Campbell's Soup paintings.
11.	Early advertisement for Spaghettios.
12.	USGS Map.
13.	Photo key – Exterior views.
14.	Photo key – Interior views, first floor.
15.	Photo key – Interior views, second floor.
16.	Photo key – Interior views, third floor.

Philadelphia Macaroni Company Factory

Name of Property

Philadelphia County, PA

County and State



USGS Map - Philadelphia Quadrangle - PA, NJ (2023)

Philadelphia Macaroni Company Factory  
1101 Catharine Street  
Philadelphia, Philadelphia County, PA

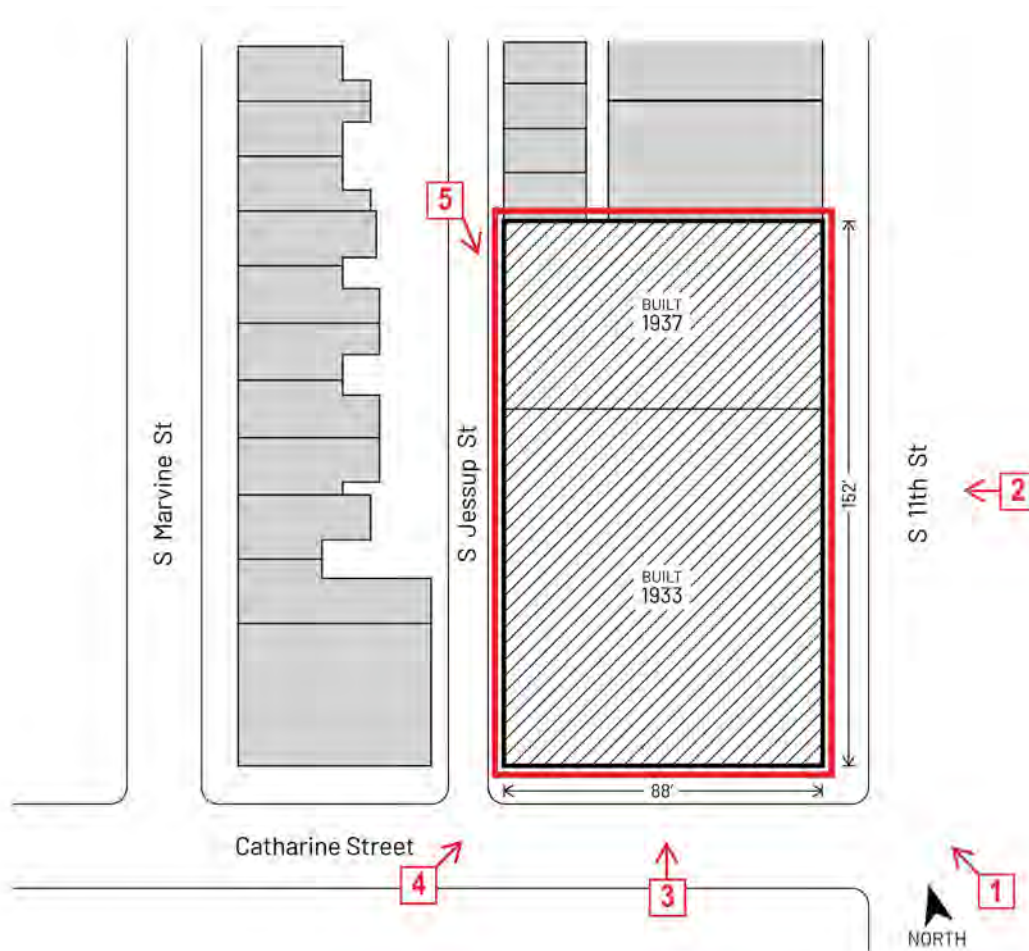
Latitude, Longitude  
39.940444, -75.161063

**Figure 12:** USGS Map.



Philadelphia Macaroni Company Factory  
Name of Property

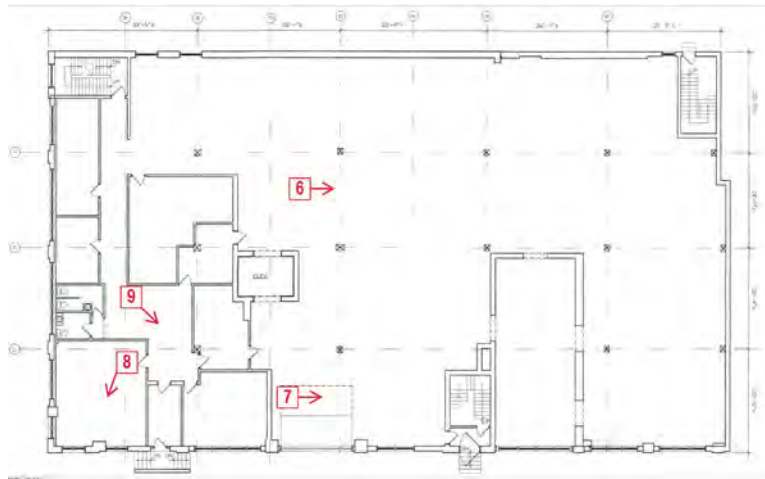
Philadelphia County, PA  
County and State



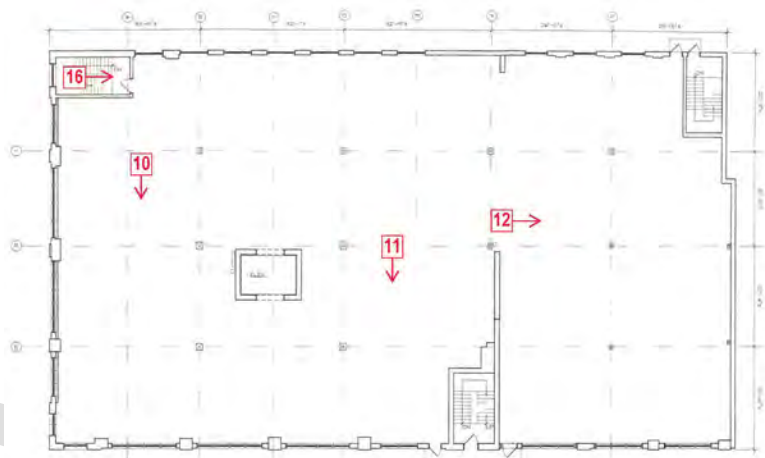
**Figure 13: Photo Key: Exterior**

Philadelphia Macaroni Company Factory  
Name of Property

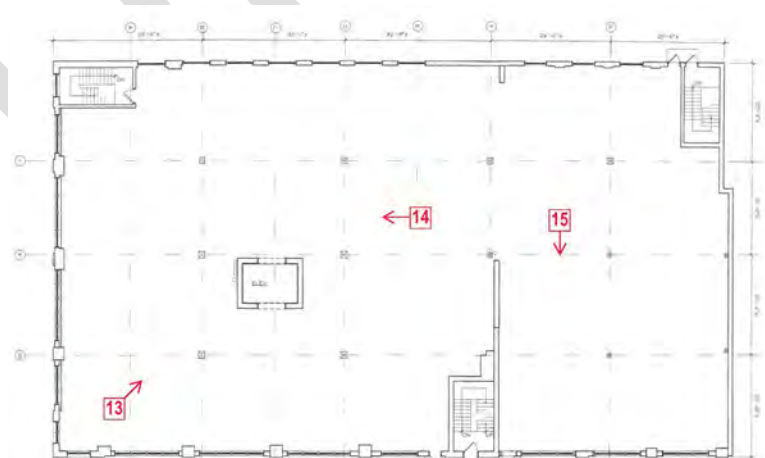
Philadelphia County, PA  
County and State



**Figure 14:** Photo Key: Interior views, first floor.



**Figure 15:** Photo Key: Interior views, second floor.



**Figure 16:** Photo Key: Interior, third floor.