

Horn & Hardart: **THE AUTOMAT** in America

A One-hour Documentary Film

In Development by

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Photo: Berenice Abbott

**Said the Technocrat to the Plutocrat to the Autocrat,
and the Democrat—"Lets all go eat at the Automat"**

—New York Evening Sun, 2/23/33

“There’s no trick to selling a poor item cheaply, the real trick is selling a good item cheaply.” —Joe Horn

“The Maxims of the disenfranchised” —Neil Simon

SYNOPSIS

THIS ONE-HOUR DOCUMENTARY, based on the book *The Automat: The History, Recipes, and Allure of Horn & Hardart's Masterpiece*, by Lorraine B. Diehl and Marianne Hardart (great granddaughter), is about a unique cafeteria chain that helped define who we were in America during much of the twentieth century.

For those who never walked into one of the 84 palaces, some of them Art Deco gems – in New York and Philadelphia – you will discover a unique and unforgettable aspect of American culture.

Anecdotal stories and memories from celebrities and ordinary people, underscored by a wealth of archival material – photographs, newsreel and movie clips, paintings, engravings, cartoons, documents and letters, tested recipes of Horn & Hardart's famous dishes – we will travel back into a time when the Automat was part of the geography of two major American cities: New York and Philadelphia, and part of the collective experience of America.

INQUIRIES:

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