

## ***SAVE THE AUTOMAT!***

Please join LANDMARK WEST! and friends  
The West 104<sup>th</sup> Street Block Association  
The West 102<sup>nd</sup> and 103<sup>rd</sup> Streets Block Association  
for

### **A TALK BY**

Lorraine B. Diehl and Marianne Hardart

Authors of

### ***The Automat, The History, Recipes and Allure of Horn & Hardart's Masterpiece***

Wednesday, October 25, 2006  
6:30pm



El Taller Latino Americano, 2710 Broadway (southeast corner of 104<sup>th</sup> Street)  
\*\*On the 3<sup>rd</sup> floor of one of the few surviving automat structures in NYC\*\*

Tickets are \$25. Space is limited.

Please contact LW! ([landmarkwest@landmarkwest.org](mailto:landmarkwest@landmarkwest.org) or 212-496-8110) to reserve your spot.

*Bring your automat anecdotes!*



A coin-operated glass-and-chrome wonder, **Horn & Hardart's Automats** revolutionized the way Americans ate when they opened up in Philadelphia and New York in the early twentieth century.

In a country where the industrial revolution had just taken hold, eating at a restaurant with self-serving vending machines rather than waitresses and Art Deco architecture instead of stuffy dining rooms was an unforgettable experience. The Automat served freshly made food for the price of a few coins, and no one made a better cup of coffee. By the peak of its popularity—from the Great Depression to the post-war years—the Automat was more than an inexpensive place to buy a good meal; it was a culinary treasure, a technical marvel, and an emblem of the times.

Come join Ms. Diehl and Ms. Hardart as they bring us back in time through their presentation of slides, stories and video clips from *The Honeymooners* and *Candid Camera*.

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### ***Proceeds from this event***

will help to support ongoing advocacy to preserve the former Horn & Hardart Automat at Broadway and 104<sup>th</sup> Street, designed by F.P. Platt & Brother and built in 1930.

In June 2006, the NYC Landmarks Preservation Commission held a public hearing to consider designating this joyous Art-Deco building an official Landmark, but its future still hangs in the balance.

Contact LW! to learn more.



Overall photo by LANDMARK WEST! Detail photos by NYC Landmarks Preservation Commission