



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Horn and Hardart Records

NMAH.AC.0922

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Collection Overview

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|--------------------|---|
| Repository: | Archives Center, National Museum of American History |
| Title: | Horn and Hardart Records |
| Date: | 1895-2002 |
| Identifier: | NMAH.AC.0922 |
| Creator: | Hardart, Paul Hardart, Tom Horn and Hardart. |
| Extent: | 2.5 Cubic feet (9 boxes) |
| Language: | English . |
| Summary: | The collection documents the Horn and Hardart chain of restaurants and retail stores. |

Administrative Information

Ownership and Custodial History

Donated to the Archives Center, National Museum of American History by Paul and Tom Hardart in 2006.

Processing Information

Collection processed by Bryanna Bauer, intern, 2018; supervised by Vanessa Broussard Simmons, archivist, 2018.

Preferred Citation

Horn and Hardart Records, Archives Center, National Museum of American History. Gift of Paul and Tom Hardart.

Restrictions on Access

Collection is open for research.

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Biographical Note

Horn and Hardart was co-founded by Frank Joseph Hardart, Sr. and Joseph V. Horn, who became restaurant partners in 1886. They opened the first automat in the United States in Philadelphia in 1902. It opened in New York between 1010 and 1920, eventually becoming, for a period of time, the world's largest restaurant chain. It also had retail stores. Automats were popular well into the 1960s, but they began to decline with the rise of fast-food restaurants. Horn and Hardart did expand their operations in 1981, by acquiring Bojangles'

Famous Chicken n' Biscuits restaurants, but they sold it in 1990. The last Horn and Hardart automat closed in April 1991.

Joseph V. Horn was born in Philadelphia in 1861 and died in Philadelphia in 1941, aged 80.

Frank Joseph Hardart, Sr. was born in Sondernheim in 1852, and he emigrated to New Orleans, Louisiana, USA, in 1858. He married Marie Bruen in 1878, and they had six children. Their eldest child Frank Joseph Hardart, Jr., born 1884, graduated from St. Joseph's College in Philadelphia in 1905, and he took over for his father at Horn and Hardart. Frank Joseph Hardart, Jr. married Evelyn Marie Roche, and they had four children. Their eldest child Thomas R. Hardart was born in New York, Queens, New York, in 1918. He was the president and chairman of Horn and Hardart from 1967 to 1972.

Frank Joseph Hardart, Sr. died in 1918, at the age of 66. Frank Joseph Hardart, Jr. died in New York, New York, on September 15, 1972, when he was 88 years old. Thomas R. Hardart died on November 1, 1988, at the age of 70.

Scope and Contents

The collection includes the business records for the Horn and Hardart chain of restaurants and retail stores. The records include business correspondence, photographs, annual reports, operating manuals, sales materials, and printed materials, such as employee newsletters and clippings. The collection documents changes in marketing, in restaurant technology, in customer feedback and in eating habits in urban areas in the United States. Documents changes in marketing, restaurant technology and service styles, evolution of food options based on customer feedback and eating habits in urban areas in the United States.

Arrangement

Materials are arranged in chronological order. The collection is arranged into 8 series.

Series 1: Administrative Files, 1895-1987

Series 2: Financial Records, 1911-1979

Series 3: Horn and Hardart Family Papers, 1901-1987

Subseries 3.1: Joseph V. Horn, 1937-1941

Subseries 3.2: Frank Hardart, Sr., 1901-1918

Subseries 3.3: Frank Joseph Hardart, Jr., 1905-1962

Sub-series 3.4: Thomas R. Hardart, 1938-1987

Series 4: Employee Materials, 1927-1972

Series 5: Company Publications, 1938-1961

Series 6: Automats and Eating Establishments, 1912-1987

Series 7: Magazine Articles and Newspaper Clippings, 1918-2002

Series 8: Miscellaneous Materials, 1957-2002

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Food industry and trade
- Restaurants
- Retail trade

Types of Materials:

- Annual reports -- 20th century
- Business records -- 20th century
- Clippings -- 20th century
- Correspondence -- 20th century
- Magazines (periodicals) -- 20th century
- Manuals
- Newsletters -- 20th century
- Photographs -- 20th century

Container Listing

Series 1: Administrative Files, 1895-1987

Image(s)

Scope and Contents: This series contains materials relating to management, including quarterly and annual reports, operating manuals, sales materials, legal documents, and business correspondence. The series documents the inner workings of the company, compliances to regulations, recipes for food items, and the desire to maintain a well-run business.

Materials are arranged in chronological order.

| | |
|------------------|--|
| Box 1, Folder 1 | Articles of Partnership Between Joseph V. Horn and Frank Hardart, 1895 |
| Box 1, Folder 2 | Manager's Book, 1930-1968 |
| Box 2, Folder 1 | Manager's Blue Book, 1936-1966 |
| Box 1, Folder 3 | Code of Fair Competition for the Restaurant Industry, 1934 |
| Box 1, Folder 4 | Blue Book: Telephone Directory, 1940 |
| Box 1, Folder 5 | Maintenance Book, 1940 |
| Box 1, Folder 6 | Printed Advertisement for Radio Program, 1942 |
| Box 1, Folder 7 | Annual Reports, 1952 |
| Box 1, Folder 8 | Executive Handwritten Notes, 1953-1974 |
| Box 1, Folder 9 | Edwin K. Daly Correspondence, 1959-1961 |
| Box 1, Folder 10 | Annual Reports, 1961 |
| Box 1, Folder 11 | William J. Curtis Correspondence, 1961-1973 |
| Box 1, Folder 12 | Annual Reports, 1963 |
| Box 1, Folder 13 | Merger with Philadelphia, 1963 |
| Box 2, Folder 2 | Amendments to Credit Law, 1965 |
| Box 2, Folder 3 | Annual Reports, 1966 |
| Box 2, Folder 4 | Special Bulletin, 1966 |
| Box 2, Folder 5 | Interim Report, 1968-06-29 |

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| Box 2, Folder 6 | Annual Reports, 1968-09-28 |
| Box 2, Folder 7 | Annual Reports, 1968 |
| Box 2, Folder 8 | Original Annual Report, 1971 |
| Box 2, Folder 9 | Licensing Agreement Between Horn and Hardart Company and Blue Grass Food Services, 1972 |
| Box 2, Folder 10 | Operations Summary, 1972-1974 |
| Box 2, Folder 11 | Board of Directors Materials, 1973-1974 |
| Box 3, Folder 1 | Quarterly Reports, 1973-1974 |
| Box 3, Folder 2 | Department of Labor Case Richard V. Nielson vs. Horn and Hardart Company, 1974 |
| Box 3, Folder 3 | Annual Reports, 1986 |
| Box 3, Folder 4 | Annual Reports, 1987 |
| Box 3, Folder 5 | Fifth Avenue Hospital, undated |
| Box 3, Folder 6 | The Horn and Hardart Plan, undated |
| Box 3, Folder 7 | Proposals to Add New Articles to the Certificate of Incorporation, undated |

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Series 2: Financial Records, 1911-1979

Scope and Contents: This series contains materials relating to stockholders and the company's financial records, including general expenses and balance sheets. Materials are arranged in chronological order.

| | |
|------------------|--|
| Box 3, Folder 8 | Rent Receipt for 316 and 317 West 47th Street, 1911 |
| Box 3, Folder 9 | Statement of Assets and Liabilities, 1912 |
| Box 3, Folder 10 | Materials Related to Stockholders, 1912 |
| Box 7, Folder 1 | Materials Related to Stockholders, 1925 |
| Box 3, Folder 11 | Balance Sheets, 1938 |
| Box 3, Folder 12 | Department of Finance Certificates, 1939-1971 |
| Box 3, Folder 13 | Frozen Food Costs, 1963 |
| Box 3, Folder 14 | Financial Summary, 1966-1967 |
| Box 3, Folder 15 | Hanover House Industries--Combined Statement of Income, 1973 |
| Box 3, Folder 16 | General Expenses, 1979 |

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Series 3: Horn and Hardart Family Papers, 1901-1987

Scope and Contents: This series contains materials belonging to the Horn and Hardart families, including photographs, personal correspondence, investments, and acknowledgements of achievement in education and in their career.

Subseries 3.1: Joseph V. Horn, 1937-1941

Scope and Contents: This subseries contains materials relating to co-founder Joseph V. Horn, including a photograph, a dinner menu, and newspaper clippings related to his death. Materials are arranged in chronological order.

Box 3, Folder 17 Testimonial Dinner--Joseph V. Horn, 1937

Box 3, Folder 18 Newspaper Clippings Related to the Death of Joseph V. Horn, 1941

Subseries 3.2: Frank Hardart, Sr., 1901-1918

Scope and Contents: This subseries contains materials relating to co-founder Frank Hardart, Sr., including photographs, correspondence, and a certificate of residency. Materials are arranged in chronological order.

Box 3, Folder 19 Correspondence, 1901-1918

Box 3, Folder 20 Certificate of Residency, 1908

Box 3, Folder 21 Photographs, undated

Subseries 3.3: Frank Joseph Hardart, Jr., 1905-1962

Scope and Contents: This subseries contains materials relating to Frank Joseph Hardart, Jr., the son who took over the business, including his college degree, his stocks, correspondence, and company acknowledgement. Materials are arranged in chronological order.

Box 3, Folder 22 Degree from Saint Joseph's College, 1905

Box 3, Folder 23 Stocks, 1917-1920

Box 3, Folder 24 Correspondence, 1934-1962

Box 3, Folder 25 Company Acknowledgement, 1955

Subseries 3.4: Thomas R. Hardart, 1938-1987

Scope and Contents: This sub-series contains materials relating to Thomas R. Hardart, including photographs, correspondence, his office file, memorandums, and handwritten notes.

Materials are arranged in chronological order.

Box 3, Folder 26 Notre Dame Class of 1938, 1938

| | |
|------------------|--|
| Box 3, Folder 27 | Correspondence, 1960-1987 |
| Box 3, Folder 28 | Photographs, 1966, undated |
| Box 3, Folder 29 | Office Files, 1968-1974 |
| Box 4, Folder 1 | Memorandums, 1972-1973 |
| Box 4, Folder 2 | Handwritten Notes, 1976 |
| Box 7, Folder 2 | Photograph Mailed to Thomas Hardart, undated |

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Series 4: Employee Materials, 1927-1972

Scope and Contents: This series contains materials relating to employment, including requirements of employment, benefits, and photographs and menus from social events.

Materials are arranged in chronological order.

| | |
|-----------------|--|
| Box 4, Folder 3 | Constitution By-Laws and Rules of Order of The Horn and Hardart Employees Relief Association, 1927 |
| Box 4, Folder 4 | Photographs of Employees and Events, 1935-1958 |
| Box 4, Folder 5 | Social Security and the New Pension Plan, 1937 |
| Box 4, Folder 6 | Company Event Menus, 1950-1961 |
| Box 4, Folder 7 | Luncheon Menus, 1955 |
| Box 7, Folder 3 | Photograph of Annual Get-Together Dinner, 1962 |
| Box 4, Folder 8 | Blue Cross, Blue Shield, Major Medical, 1972 |
| Box 4, Folder 9 | Employment Information, undated |

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Series 5: Company Publications, 1938-1961

Scope and Contents: This series contains company publications, such as the *Horn and Hardart Herald*.
Materials are arranged in chronological order.

| | |
|------------------|--|
| Box 4, Folder 10 | Horn and Hardart Herald, 1938 |
| Box 4, Folder 11 | Horn and Hardart Herald, 1939 |
| Box 4, Folder 12 | 'Com'n Get It', 1940 |
| Box 4, Folder 13 | Horn and Hardart Herald, 1953 |
| Box 4, Folder 14 | Horn and Hardart Herald, 1955 |
| Box 4, Folder 15 | Horn and Hardart Herald, 1956 |
| Box 4, Folder 16 | Horn and Hardart Herald, 1959 |
| Box 4, Folder 17 | Horn and Hardart Herald, 1960-03-1960-04 |
| Box 4, Folder 18 | Horn and Hardart Herald, 1960-12 |
| Box 4, Folder 19 | Horn and Hardart Herald, 1961 |
| Box 7, Folder 4 | Horn and Hardart Herald, 1961 |

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Series 6: Automats and Eating Establishments, 1912-1987

Scope and Contents: This series contains materials relating to the Horn and Hardart automats and lunch rooms, including a recipe book and photographs of cafeteria interiors and exteriors.

Materials are arranged in chronological order.

| | |
|--|--|
| Box 4, Folder 20 | Horn and Hardart Baking Company Lunch Rooms, 1912 |
| Box 4, Folder 21; Box 5, Folder 1-2 | Recipe Book, 1921-1929 |
| Box 5, Folder 3 | Eating and Drinking Permits, 1959-1970 |
| Box 5, Folder 4 | Photographs--Interiors of Automats and Lunch Rooms, 1965-1987 |
| Box 5, Folder 5 | Eating Place Permits, 1971-1974 |
| Box 5, Folder 6 | Liquor License, 1972 |
| Box 5, Folder 7 | Food Service Permits Westchester County Department of Health, 1982 |
| Box 5, Folder 8 | Photograph Album of Exteriors and Interiors of Automats, undated |
| Box 5, Folder 9 | Special Occasion Cakes, undated |
| Box 7, Folder 5 | Photographs--Interiors of Lunch Rooms, undated |

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Series 7: Magazine Articles and Newspaper Clippings, 1918-2002

Scope and Contents: This series contains magazine articles and newspaper clippings, advertising Horn and Hardart or reporting news about recent developments in the company. The materials document the public perception of the automats and their appearance in popular culture.

Materials are arranged in chronological order.

| | |
|------------------|---|
| Box 5, Folder 11 | Newspaper Clippings, 1918 |
| Box 5, Folder 12 | Newspaper Clippings, 1920-1929 |
| Box 5, Folder 13 | Newspaper Clippings, 1930-1939 |
| Box 5, Folder 14 | New York Evening Journal articles, 1934 |
| Box 8, Folder 1 | Newspapers, 1937 |
| Box 5, Folder 15 | Newspaper Clippings, 1946-07 |
| Box 5, Folder 16 | Newspaper Clippings, 1950-1959 |
| Box 5, Folder 17 | Magazine Articles, 1950-1959 |
| Box 7, Folder 6 | Magazine Articles, 1954-1966 |
| Box 5, Folder 18 | Magazine Articles, 1960-1969 |
| Box 6, Folder 1 | Newspaper Clippings, 1960-1969 |
| Box 8, Folder 2 | Newspapers, 1966-12 |
| Box 8, Folder 3 | Newspaper Page, 1967-10 |
| Box 6, Folder 2 | Magazine Articles, 1970-1979 |
| Box 6, Folder 3 | Newspaper Clippings, 1970-1979 |
| Box 8, Folder 4 | Newspaper, 1973-12 |
| Box 6, Folder 4 | Magazine Articles, 1980-1989 |
| Box 6, Folder 5 | Newspaper Clippings, 1980-1989 |
| Box 6, Folder 6 | Magazines, 1986-2001 |
| Box 6, Folder 7 | Newspaper Clippings, 1991-06 |
| Box 6, Folder 8 | Magazine Articles, 2000-2002 |

| | |
|------------------|----------------------------------|
| Box 6, Folder 9 | Newspaper Clippings, 2000-2002 |
| Box 6, Folder 10 | Magazine Articles, undated |
| Box 6, Folder 11 | Newspaper Clippings, undated |
| Box 7, Folder 7 | Journal of Commerce, undated |
| Box 8, Folder 5 | Illustration of Automat, undated |

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Series 8: Miscellaneous Materials, 1957-2002

Scope and Contents: This series contains miscellaneous materials, including a couple of gift shop items and sheet music. Materials are arranged in chronological order.

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|------------------|--|
| Box 6, Folder 12 | "Galway Bay" Sheet Music, 1957 |
| Box 6, Folder 13 | Reproductions of Postcards, 2002 |
| Box 6, Folder 14 | Automat Journal, 2002 |
| Box 9, Item 1 | Horn and Hardart Coffee LP, undated 1 Sound discs (vinyl) |

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