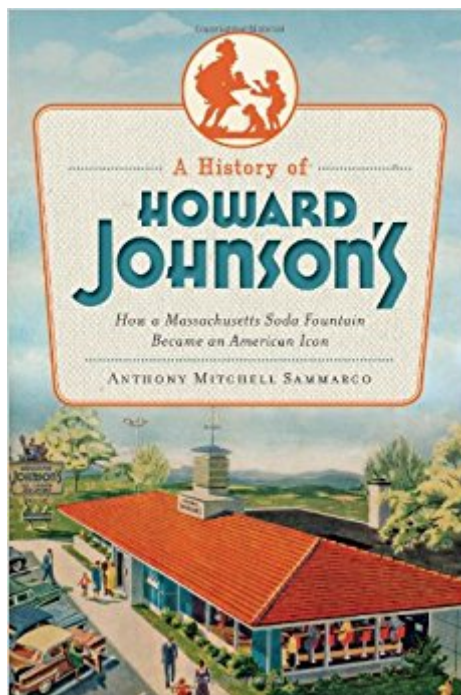




The book was found

# A History Of Howard Johnson's: How A Massachusetts Soda Fountain Became An American Icon (American Palate)



## Synopsis

Howard Johnson created an orange-roofed empire of ice cream stands and restaurants that stretched from Maine to Florida and all the way to the West Coast. Popularly known as the "Father of the Franchise Industry," Johnson delivered good food and prices that brought appreciative customers back for more. The attractive white Colonial Revival restaurants, with eye-catching porcelain tile roofs, illuminated cupolas and sea blue shutters, were described in "Reader's Digest" in 1949 as the epitome of "eating places that look like New England town meeting houses dressed up for Sunday." Boston historian and author Anthony M. Sammarco recounts how Howard Johnson introduced twenty-eight flavors of ice cream, the "Tendersweet" clam strips, grilled frankforts and a menu of delicious and traditional foods that families eagerly enjoyed when they traveled.

## Book Information

Series: American Palate

Paperback: 160 pages

Publisher: The History Press (August 13, 2013)

Language: English

ISBN-10: 1609494288

ISBN-13: 978-1609494285

Product Dimensions: 6 x 0.3 x 9 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars 28 customer reviews

Best Sellers Rank: #479,734 in Books (See Top 100 in Books) #268 in [Books > Travel > Food, Lodging & Transportation > Dining](#) #392 in [Books > Arts & Photography > Photography & Video > Architectural](#) #980 in [Books > Arts & Photography > Photography & Video > Travel](#)

## Customer Reviews

Anthony Mitchell Sammarco is a noted historian and author of over sixty books on Boston, its neighborhoods and surrounding cities and towns. He lectures widely on the history and development of his native city.

Thought it was quite good and a journey down memory lane. Never understood why the franchise value was not maintained and now I have a better idea. Sad only memories are left...

My friend is a Howard Johnson aficionado, and even he learned a few things from this book. Great

history.

I read this entire book on a flight back from France. It was so interesting I could not put it down. Howard Johnson was quite the businessman. I am still a huge fan of the restaurants, and drive up to Lake Placid every year just to have fried clams at one of the last remaining HoJo restaurants. It tastes as good as you remember!

I was excited that someone had finally written a history of Howard Johnson's, and was eager to order a copy. I had hoped for something truly comprehensive and reflective of this legendary company, utilizing many interesting and informative first-person accounts, and including facts and insights not previously published. Unfortunately, I found the book superficial and, ultimately, very disappointing. I also think it was poorly edited, with sections of redundant information, misspellings, and grammatical mistakes.

Great book if you love Howard Johnson's.

Have received item in good condition. Thank you.

Too much unnecessary information about where various folks lived. I was expecting more about the nuts and bolts of the operation, i.e. The operation and evolution of the various production and distribution facilities, how they evolved, how they operated and the issues which led to HoJo's becoming the first major restaurant chain. Still, all in all, the work is a sincere-seeming attempt to document an important part of American roadside history which had largely passed from the scene.

A lot of good information including HoJo recipes. I used to work for them. It brought back a lot of great memories.

[Download to continue reading...](#)

A History of Howard Johnson's: How a Massachusetts Soda Fountain Became an American Icon (American Palate) Baking Soda Power! Frugal and Natural: Health, Cleaning, and Hygiene Secrets of Baking Soda (60+) - 2nd Edition! (DIY Household Hacks, Chemical-Free, Green Cleaning, Natural Cleaning, Non-Toxic) IRISH SODA BREAD - SIMPLE STEPS TO PERFECT BROWN AND WHITE SODA BREAD EVERY TIME Petretti's Soda-Pop Collectibles Price Guide: The

Encyclopedia of Soda-Pop Collectibles  
Clinical Anesthesia Procedures of the Massachusetts General Hospital: Department of Anesthesia, Critical Care and Pain Medicine, Massachusetts General ... of the Massachusetts General Hospital)  
Milkshake Bar: Shakes, malts, floats and other soda fountain classics  
Lady on the Hill: How Biltmore Estate Became an American Icon  
American Jesus: How the Son of God Became a National Icon  
Hugh Johnson's Pocket Wine 2018 (Hugh Johnson's Pocket Wine Book)  
Hugh Johnson's Pocket Wine 2017: 40th Anniversary (Hugh Johnson's Pocket Wine Book)  
Hugh Johnson's Pocket Wine 2015 (Hugh Johnson's Pocket Wine Book)  
Splashes Of Joy In The Cesspools Of Life [1992 PAPERBACK] Barbara Johnson (Author)  
Splashes Of Joy In The Cesspools Of Life [1992 Paperback] Barbara Johnson (Author)  
Splashes Of Joy In The Cesspools Of Life Johnson/Evinrude Outboards, All In-Line Engines, 2-4 Stroke, 1990-01 (Seloc's Johnson/Evinrude Outboard Tune-Up and Repair Manual)  
The Business of America is Lobbying: How Corporations Became Politicized and Politics Became More Corporate (Studies in Postwar American Political Development)  
Weird Massachusetts: Your Travel Guide to Massachusetts' Local Legends and Best Kept Secrets  
Massachusetts Nature Set: Field Guides to Wildlife, Birds, Trees & Wildflowers of Massachusetts  
Daytrips and Getaway Weekends in Connecticut, Rhode Island, and Massachusetts (Daytrips & Getaway Weekends in Connecticut, Rhode Island, & Massachusetts)  
Road BikingÂçÂ Âç Massachusetts: A Guide To The Greatest Bike Rides In Massachusetts (Road Biking Series)  
Clinical Anesthesia Procedures of the Massachusetts General Hospital: Department of Anesthesia and Critical Care, Massachusetts General Hospital, ... Williams & Wilkins Handbook Series)  
Massachusetts: An Explorer's Guide - The North Shore, Central Massachusetts, and the Berkshires, 3rd Edition

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)