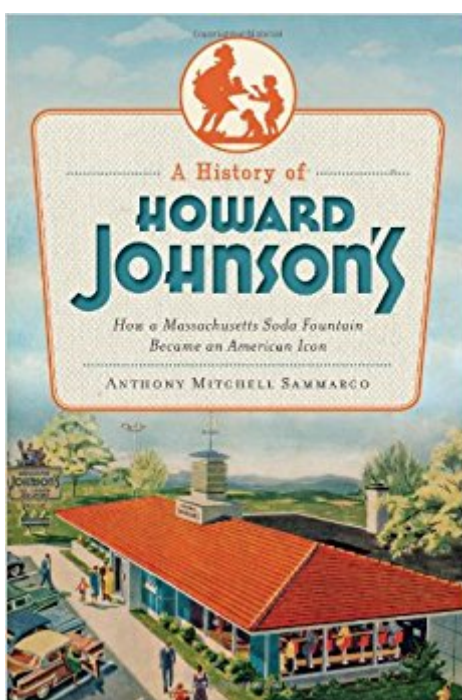


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# A History Of Howard Johnson's: How A Massachusetts Soda Fountain Became An American Icon (American Palate)



## 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

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## 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-appearing attempt to document an important part of an 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.

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