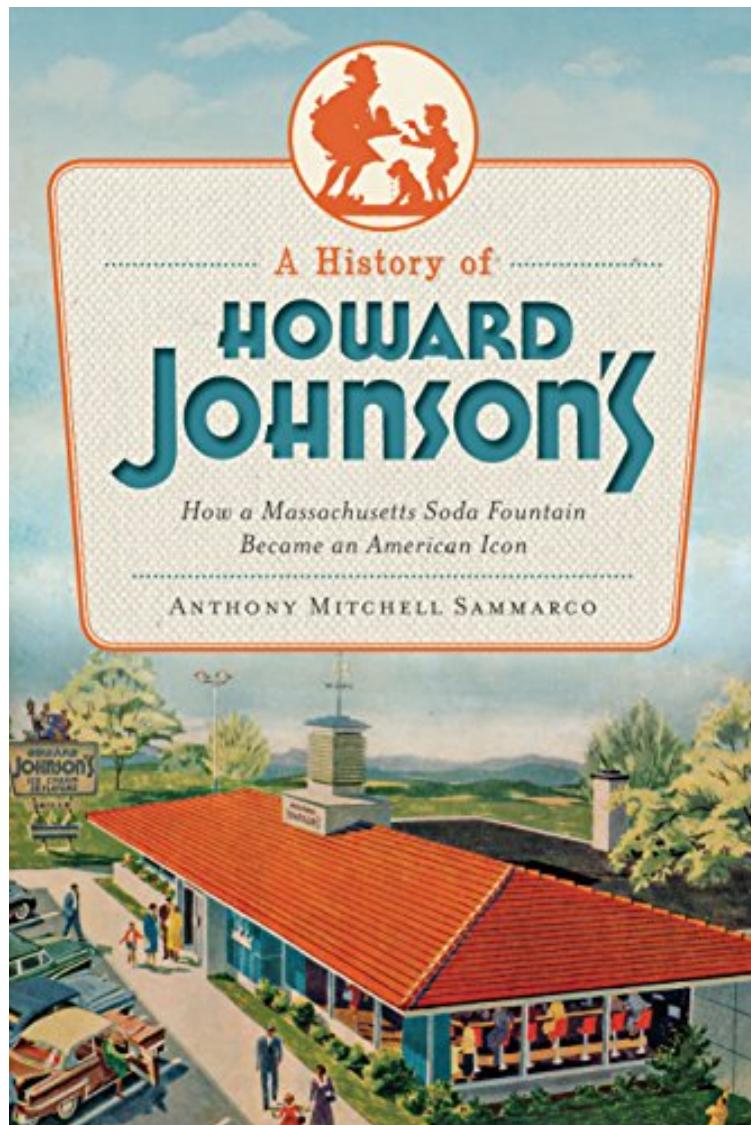


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## A History of Howard Johnson's: How a Massachusetts Soda Fountain Became an American Icon (American Palate)

Anthony Mitchell Sammarco

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**Anthony Mitchell Sammarco : A History of Howard Johnson's: How a Massachusetts Soda Fountain Became an American Icon (American Palate)** before purchasing it in order to gage whether or not it would be worth my time, and all praised A History of Howard Johnson's: How a Massachusetts Soda Fountain Became an American Icon (American Palate):

0 of 1 people found the following review helpful. I was hoping to read more about the fun, nostalgic side of the

Howard Johnson story. Having been a kid in a family that traveledBy CustomerThe book was factual, but not much fun to read. More abundant vintage photography and pictures of Hojo artifacts (menus, logos, advertisements, etc) would add a great deal to the reading experience.

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.