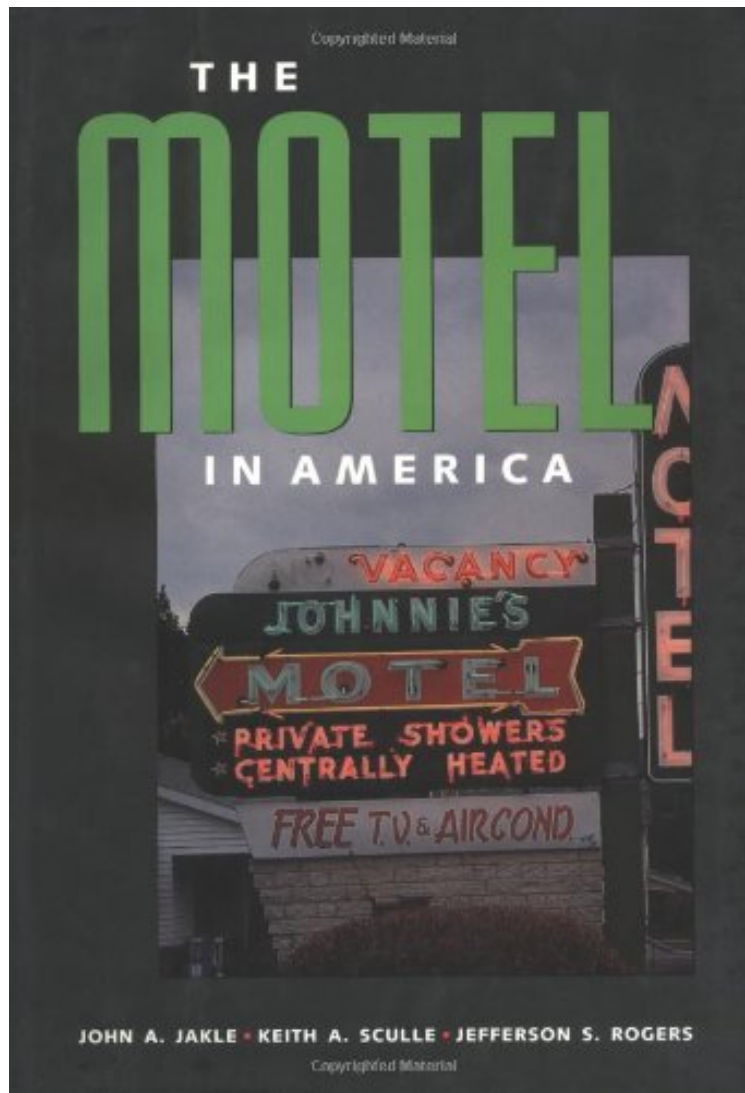


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The Motel in America (The Road and American Culture)

Professor John A. Jakle, Professor Keith A. Sculle, Professor Jefferson S. Rogers
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Professor John A. Jakle, Professor Keith A. Sculle, Professor Jefferson S. Rogers : The Motel in America (The Road and American Culture) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Motel in America (The Road and American Culture):

11 of 11 people found the following review helpful. Fascinating pictures and very interesting documentary By A Customer Upon completion of this book, the reader will have a complete history of the growth of today's hotel industry from the days of tourist camps, through motor courts, motels, and now motor inns. It is well researched, very quick reading, and gives an excellent history of this major form of commerce during the earlier part of the 20th century. The

only thing missing might be a pictorial diagram showing the evolution of early chains into today's major lodging chains. I would also suggest a little more detail on the circumstances of some of the chain's that went out of business. Either way, a great piece for anyone interested in travel history and highway evolution. 0 of 0 people found the following review helpful. Great reading By Jeanne Adams Fascinating history of the lodging industry and the forces that have shaped it. Well written in an easy style.

In the second volume of the acclaimed "Gas, Food, Lodging" trilogy, authors John Jakle, Keith Sculle, and Jefferson Rogers take an informative, entertaining, and comprehensive look at the history of the motel. From the introduction of roadside tent camps and motor cabins in the 1910s to the wonderfully kitschy motels of the 1950s that line older roads and today's comfortable but anonymous chains that lure drivers off the interstate, Americans and their cars have found places to stay on their travels. Motels were more than just places to sleep, however. They were the places where many Americans saw their first color television, used their first coffee maker, and walked on their first shag carpet. Illustrated with more than 230 photographs, postcards, maps, and drawings, *The Motel in America* details the development of the motel as a commercial enterprise, its imaginative architectural expressions, and its evolution within the place-product-packaging concept along America's highways. As an integral part of America's landscape and culture, the motel finally receives the in-depth attention it deserves.

"A motel tell-all on how these inns gradually popped up along our roadsides out of grass-roots entrepreneurship and built themselves a place in the American consciousness... Provocative." -- Winnie Carlson, *Memphis Commercial Appeal*"A team of academic historians and geographers turn a childhood love of the motor hotel into a well-documented and richly illustrated study... Tracing the motel's origins to the auto camps of the early 1900s, simple roadside areas where 'tin can tourists' (named as much for their refuse as their cars) could pitch tents, they trace its evolution into such later forms as the motor court." -- *Preservation*"Both a rewarding read and rich in thoughtful commentary... For anyone interested in how and why motels became as much a part of modern America as the cars that made them necessary, *The Motel in America* is required reading." -- Steven Thompson, *AutoWeek*"Enjoyable for its own sake, the book is also valuable as a reference for collectors of roadside memorabilia... An entertaining, well-illustrated history of the motel." -- Don Abood, *Mobilia*"The Motel in America... is to roadside accommodations what Gibbon's history is to Rome." -- Wayne Curtis, *Atlantic Monthly*"Lolita was debauched in one; Kentucky Fried Chicken was born in another. Lots of interesting things happen behind the impervious, often cheesy facade of roadside motels... A masterful scrapbook for fellow devotees." -- *Entertainment Weekly*"The authors of this smart and entertaining history of the roadside slumber industry come to some interesting conclusions." -- *Hungry Mind*"The definitive work on motels of the post-World War II era... A valuable contribution to the growing interdisciplinary literature on the nation's vernacular landscape." -- Andrew Hurley, *Journal of American History*"While *The Motel in America* is informed by sensitive nostalgia and well illustrated with postcards and other ephemera appealing to roadside buffs, it is a serious work whose methodologically varied chapters comprise an interdisciplinary whole encompassing architecture, geography, economics, marketing, and social history... An excellent, always engaging work that will remain the last word on many aspects of its subject." -- Jeffrey L. Meikle, *Techology and Culture*About the Author John A. Jakle is a professor of geography and landscape architecture at the University of Illinois at Urbana-Champaign. Keith A. Sculle is an adjunct professor of history at the University of Illinois at Springfield and head of research and education at the Illinois Historic Preservation Agency. Jefferson S. Rogers is an assistant professor of geography at the University of Tennessee at Martin.