



The Motel in America

By John A. Jakle, Keith A. Sculle, Jefferson S. Rogers

JOHNS HOPKINS UNIVERSITY PRESS, United States, 2002.

Paperback. Book Condition: New. New edition. 246 x 172 mm.

Language: English . Brand New Book. 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 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 colour television, used their first coffee maker, and walked

on their first shagpile carpet. Illustrated with more than 230

photographs, postcards, maps and drawings, the book 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.



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Reviews

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