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The Motel

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The Motel

It took very little time for the first car owners to discover the pleasures of motoring, not just across town, but to the next state and even to the far coast. Growing numbers of tourists were undeterred by impassable highways or by a singular lack of accommodations for sleeping and eating.

They embraced these new challenges as a grand adventure and in the process created a new recreation—motor camping. Before 1920 auto travelers making long trips had two alternatives for board and lodging; they could stay in hotels or they could camp by the roadside. The first option was frequently rejected which meant that camping became the increasingly popular choice of early autoists.

There were a host of reasons why city center hotels were unacceptable to the motoring public. These mostly nineteenth century hotels had been built to serve travelers who arrived by train; consequently they were located either near the depot or in the heart of the downtown. In either case they provided no convenient parking and required the motorist to drive through congested traffic on unfamiliar streets to reach them. After a hard day's drive over unpaved roads, few drivers were in any mood to search out the local hotels, and the prospect of having to navigate a plush lobby in their disheveled condition further deterred tired motorists.

They also objected to hotels because they found them to be old, dirty and crowded. The majority of the hotels had been constructed during the second half of the nineteenth century as the railroad network was being built across the country, and apparently, few had been well maintained or renovated since. Reports of contemporary travelers were unanimous in complaining of filthy, stuffy rooms of shabby appearance with inoperative plumbing.

Furthermore, the hotels had been designed for and catered to an almost exclusively male clientele who did not expect more than a small room with bed. Consequently hotels provided little in the way of private amenities and much in public facilities such as lobbies, meeting and dining rooms, smoking areas, and so forth, most of which were off-limits to women. The majority of early touring groups tended to be families who naturally felt very out-of-place in these surroundings. This traditional clientele also had an ill effect on the hotel dining room where the chef was accustomed to serving meals composed almost entirely of red meat and starch, a diet objected to by female travelers, especially since it was reported to be

abominably prepared and served. If one stayed at a hotel, one was expected to eat in the dining room as meals were included in the bill and there existed few alternatives.

Early motorists also complained at length that the service they received from hotel employees was nothing short of rude. Automobile travel before 1920 was in an open vehicle over unpaved, either muddy or dusty, roads and required much tire changing and on-site repairing. It was definitely not clean and motorists quickly adopted informal dress, often khakis, as appropriate garb. Consequently when they pulled up at the hotel entrance, tourists looked anything but respectable by contemporary standards. Bellhops and clerks wanted nothing to do with them, although they still expected their tip. And the dress code required by the hotels, black tie for dinner, meant that motorists had to carry two sets of clothes so that they could change every night.

And finally motorists objected to the enforced scheduling that a hotel stay dictated. Travelers were forced to accommodate their day of touring to fit the arbitrary hours of the hotel dining room. This often meant that they got a late start and had to stop early. The rigid schedule permitted no time to dawdle at a particularly pleasant site. When staying at hotels, the motorist had to make the next town in time to get a room and clean up for dinner because there was no place to stay between towns.

One reason so many people abandoned the trains and took to the highways was so they could make their own schedules and routes. They were enamored of the idea of having the personal freedom to come and go when they pleased and where they pleased. The city hotels with their rigid schedules, outmoded dress codes, bad food, and inhospitable atmosphere and service effectively convinced hordes of Americans to try camping as a preferable alternative.

As campers they could stop along the road and set up camp to suit their own whims. They could dress in a casual manner and did not have to worry about grooming. They purchased fresh produce and milk from local farmers and prepared simple food at their campsites. They became gypsies of the road, thumbing their noses at lingering Victorian dictates. They lived out-of-doors and forgot, if only briefly, about their regimented daily lives at home. And they could visit those sections of the country not traversed by the railroads: the entire country was at last at their disposal.

For a short time auto camping worked well, so well that more and more people tried it. Before long its very popularity began to create serious problems. There were too many campers; they were littering the countryside, damaging private property, and taking food without permission. The farmers, who at first had welcomed them hospitably, became irate and forbid campers the use of their land. Barbed wire and no trespassing signs went up.

At this point a solution appeared, the free municipal auto camp. Although the prototype constructed in Denver in 1915 offered 800 campsites spread over 160 acres and a three-story clubhouse, the majority of such camps were much simpler and smaller. The typical small town camp consisted of 10 to 15 acres and might supply safe water, privies, electric lights, a central kitchen, cold showers, or a laundry room with washboards and tubs.

The municipal camp successfully separated the tourists from the increasingly hostile natives and succeeded in protecting the countryside from the ravages of hungry campers. However it offered advantages to the local community as well. Merchants believed that the tourists would spend money at local stores during their visit in return for free camping, and the Chamber of Commerce expected to gain valuable good publicity for their town by word of mouth. Some communities even hoped that tourists, after a brief stay, would be so taken with the town that they would decide to settle there per-

manently.

These camps were usually sponsored by local civic clubs, often in conjunction with the Chamber of Commerce which, at that time, was generally responsible for the community's tourism program. With an estimated 9 million persons auto camping in 1921, every town on a major route was anxious to capture its share of touring campers. At the start of the decade, the touring population was composed predominantly of middle and upper class families, those who could afford to purchase an automobile. These people were upstanding, gainfully employed members of their community who could afford to stay at hotels but chose not to. They had firm ties to school, church, and other societal groups but opted to abandon them temporarily to become highway vagabonds, just as backpackers today, equipped with the most expensive gear, seek an alternative to the restrictions and pressures of daily life. This first generation of campers was viewed as a very desirable segment of society.

Huntsville in 1920 was a prosperous town of over 20,000 persons (including the outlying mill villages) that was eager to improve its prospects by capturing a share of this presumably lucrative tourist trade. The previous year the Chamber of Commerce, which spearheaded civic drives to attract industry and tourism, had published an impressive 27-page booklet extolling the town's great past progress and its unexcelled future opportunities for industrial expansion and increased settlement. Entitled "Happy Hustling Huntsville," this publication also made a strong appeal to prospective tourists by providing detailed highway guides for driving to nearby cities. In the day before the free highway map, each local Chamber or auto club would publish written descriptions of the best routes out of town. The following excerpt from Huntsville's 1919 guide reveals in vivid detail the conditions of highway travel at that period.

AUTO ROUTE:
HUNTSVILLE TO FLORENCE
68 Miles

Via Athens, Rogersville and Killen. Gravel, stone and dirt roads, most of which are in poor shape. This is a section of the Mussel Shoals Highway.

Mileage	
0	HUNTSVILLE, Washington & Holmes Sts. Go west on Holmes St. Cross R.R. at 0.4. 9.9 Fork; keep left with poles. 13.0 Four-corners; straight thru. Cross small ford 15.3. Avoid left hand road 23.0 keeping ahead on dirt road. LEFT AT 23.0 IS ROUTE TO DECATUR.
24.1	Four-corners; turn left onto West Washington St. Cross R.R. 24.2.
24.4	ATHENS, Washington and Jefferson Sts., court house in square on right. Straight thru (west) on Washington St. Cross long iron bridge over Elk River 39.5.
43.5	ROGERSVILLE, Four-corners. Straight thru. 48.2 Three corners, bear left with travel. Cross long iron bridge 48.3, curving left and right with road immediately beyond. Thru four corners 49.7, passing store on right. Cross long iron bridge 51.3.
53.7	CENTER STAR. Straight thru. Avoid right-hand road 57.4.
58.3	KILLEN. Three-corners. Bear slightly left. Cross long iron bridge 60.5. Cross RRs. 66.6-66.8-66.9. End of road 67. Turn right. 67.2. Left hand road; turn left with travel into East Tennessee St. Cross trolley 67.6.
68.0	FLORENCE. Tennessee and Court Sts., court house in square on left.

At Florence call on M. T. Jacobs, executive secretary of the Florence Chamber of Commerce for logs and correct highway information.

In 1919 the local Chamber of Commerce estimated that 250 touring cars passed through Huntsville daily. Although the town was able to offer accommodations in the new (1915) Twickenham Hotel, the civic leaders announced

"...one of the unique aspects of the modern American highway is that it has now become the place where we spend more and more of our leisure. It plays the role which Main Street or the Park or the Courthouse Square used to play in the free time of our pedestrian predecessors: the place where we go to enjoy ourselves and spend our leisure hours. Never was the lure of the open road so powerful, so irresistible as now; for merely to be on a highway, entirely without a destination in view, is to many of every class and age a source of unending pleasure."

J. B. Jackson, 1956.

in early 1921 their intention of establishing a municipal tourist camp to be in operation that spring. The site selected was roughly where Huntsville Hospital now stands, which would be located along the main north-south road through Huntsville. The sponsors of this project, which included the Chamber and the Kiwanis and Rotary clubs, planned to install sanitary fixtures and electric lights for the use of touring campers. Information on this campground is scarce, but it was apparently closed by 1924—as were many other municipal camps across the country.

The free municipal camps had a very brief life as serious problems developed almost immediately. The spectacular increase in automobile registrations during the early twenties—from 4.6 million in 1917 to 19.2 million in 1926—indicates that cars were no longer the exclusive privilege of the well-to-do, and an active trade in used cars also began during this period which brought autos within the means of many blue collar employees and even of some migrant workers.

This development had a two-fold impact on the municipal camps. First, because so many families were taking advantage of the camps, the camps became crowded, noisy, and regimented. They turned into congested tent cities. Camping ceased to provide an escape from the hassles of city life because all of the annoyances were being transported to the campgrounds.

The second problem occurred when people who could not afford to stay at hotels began camping. During the twenties a whole population of permanent vagabonds emerged, people who had no homes, no jobs, and little money. They took advantage of the free lodging offered by the municipal camps and only moved on when threatened by local officials. These undesirables filled the camps thereby discouraging the more affluent campers who began looking for other ways to spend their leisure time.

The camps were beset by other disappointments. Originally the merchants and civic leaders had supported the camp idea as a way to build increased retail trade; but they found that even the most affluent campers showed little inclination to spend money while on vacation. Even more serious were the health problems. Although one reason for opening the camps had been to assure a safe water supply, state health officials soon discovered that the sanitary conditions in at least half of the camps were unsafe. The drinking water was polluted and wastes were not being disposed of properly. Health officials demanded that the camps be improved or closed.

Local governments, already discouraged by how little the camps had met their grand expectations, were averse to spending yet more money on them. A few towns imposed a small fee, usually 50¢, as a means of both deterring undesirable campers and collecting money with which to upgrade the facility. Some cities instituted a registration for campers, and others imposed a time limit on the length of individual stays.

None of these steps were really successful, and the imposition of a fee opened the field of campground operation to private enterprise. Several cities escaped the camp business by simply turning their camps over to private operators who were free to set fees and establish regulations. Los Angeles pioneered the private campground concept by opening thirty of them in 1925. The private campground could attract the paying tourist with ever more luxurious facilities, and it was not long before some began offering crude cabins so that the tourist could leave his tent at home.

When small cabins replaced tent sites, the complex became known as a cabin camp. Probably the first opened in Douglas, Arizona, in 1913, although cabin camps did not become widespread until the late twenties when the municipal camps had disappeared. Advances in lodging facilities for motorists were generally pioneered in the West where the

hotels were the worst and the weather was the most conducive to year-round touring.

The earliest cabins had been constructed either to make touring practical during the rainy season or to upgrade conditions at destination camps where travelers could be expected to stay a week or longer. Camp owners soon realized that the cabins were popular with tourists even during good weather because they permitted less arduous touring if there were no tent to set up and take down each day. Camp owners were happy to oblige because they realized they could charge more for these improved accommodations.

The earliest cabins, in effect the start of the motel industry, were truly crude affairs being not much more than frame tents with dirt floors. The tourist was still expected to supply his own bedding and furnishings. But as it became apparent that travelers would pay for increased amenities, beds, benches, a table, and maybe a hot plate began to be supplied. The cabin itself gradually became more substantial, and they started to appear even at through camps where motorists normally stayed only one night en route to their destination. As the quality of the cabins and furnishings improved, the camps began to attract those travelers who had resisted the camping impulse and continued to patronize hotels. This influx of an affluent, comfort-conscious clientele spurred further improvements in early motel design, which gradually led to the cottage court.

The Huntsville city directories do not list any motels prior to 1943. The fact that Huntsville could offer three modern twentieth century hotels (one of which, the Russel Erskine, had a basement garage) may have contributed to the late appearance of local motels. And although the city leaders were eager to build a tourism trade, the town was not ideally located for it.

The cabin camps have virtually vanished except for a few obscure examples. This author had the dubious pleasure of patronizing one of these survivors several summers past in an area so remote that it will never attract a Holiday Inn. This camp was opened in 1935 although the cabins predate it by an indeterminate number of years as they were constructed originally for use in the surrounding gold mines. After the mines were closed, the vacant cabins were moved to the site of a natural hot spring to be rented to hunters and fishermen.

The camp now consists of eight small cabins lined up in groups of four along either side of a dirt road that bisects the camp. At one end is a small toilet facility and beyond it the clubhouse which contains the restaurant, a pool table, a selection of candy and cold drinks, the one telephone, and a 50-gallon barrel on its side which serves as the mail box. Two gas pumps are adjacent to the clubhouse. Behind this complex is the bathhouse which contains three sunken concrete-walled tubs of very hot water, which are filled and drained once each day.

Each cabin is a rectangular frame building, roughly 8 by 12 feet, with a gabled, shingled roof and chimney for the wood stove used to heat the interior. The only ventilation is supplied by the unscreened door and one small window so that the interior is dark even on the sunniest day. The walls are painted dark green—probably in 1935—and the furnishings consist of a cast iron double bed, one straight chair, a fold-down wooden table, the wood stove and fuel box, and a single bare lightbulb hanging from the ceiling. A picnic table is provided beside each cabin. Barrels along the road in front of each cabin are used to burn trash each morning. The only vegetation is a few trees so that in dry weather everything is covered with a layer of dust stirred up by the vehicles passing along the dirt road.

Although this cabin camp was established after the period of their peak popularity, it typifies the type of accommodations that were provided in the late

twenties.

While these primitive cabins sound less than attractive today, they offered those features that distinguished motel from hotel design and that were responsible for the tremendous growth of the motel industry following the Second World War. First, tourist camps were located at the edge of town along the major through highways rather than in the center of downtown so they were easy to locate and reach. Because this outlying land was cheaper and because most early tourist camps were operated as family businesses, rates remained considerably below those of the hotels. Free parking was conveniently located at the front door of each cabin. And finally, tourist camps were informal: dusty motorists did not have to undergo public scrutiny while passing through a formal lobby; they did not have to cope with desk clerks or tip bellboys; and they did not have to dress up because the arrangement of individual cabins allowed privacy of movement. Camps had the further advantage of offering fresh air and a homelike ambience inside the cabins because (unlike hotel rooms) they were usually decorated or furnished by a woman.

The next step in the evolution of the motel involved the transformation of the cabin camp into the cottage court. The drive to upgrade the cabins resulted in larger, more substantial structures that were winterized for year-round use. Operators made a conscious effort to attract middle class tourists by offering units that resembled the contemporary suburban housing of cottages and bungalows. In 1937 the trade organization of the motel industry admonished operators to stress luxury rather than economy. Their advice to provide tiled baths, carpeting, twin beds with good mattresses, air conditioning, and swimming pools indicates just how much progress had been achieved during the thirties.

A curious footnote is that the construction and home furnishings industries quickly discovered the sales value of having their products featured in motels. A great many people were first introduced to such new products as flush toilets, air

conditioning, wall-to-wall carpeting, interspring mattresses, and vinyl flooring while staying at motels. The manufacturers were confident that once consumers had experienced these goods they would buy them for their own homes.

At the same time that the term cottage came to replace cabin, court replaced camp and reflected the common arrangement of cottages in either a U- or L-shape. This configuration created a public space in the center of the cottages, which was often landscaped, but because it was out-of-doors, it retained an informal, casual atmosphere that appealed to the paying guests.

An amenity that became popular after 1930 was the private garage attached to each cottage. Tourists appreciated this feature for security reasons but also because they were still protective of their cars. Court operators recognized that garages decreased the number of units that could be constructed on a piece of land, but client preference forced the courts to retain garages until after World War II when escalating land prices and construction costs provided an excuse to eliminate them.

During the 1920s cottages or cabins had been treated as separate units with open space between them. This arrangement continued into the thirties although these units were often larger because of the attached garages. It was not until the forties that the continuous motel became common with the units attached to each other to create one long structure. These first connected cottage courts maintained the appearance of separate units by retaining the individual rooflines. If garages were still present, the facade would alternate living units with garage openings, each unit visually distinct by its roofline. This arrangement was not only convenient for the guest but provided far greater privacy than was possible once motel rooms became separated by nothing more than a thin wall.

This privacy was particularly appreciated by unmarried couples who created problems for the motel industry. The "bounce-on-the-bed" trade was quite profitable since the same room could be rented more than once a day, and as a rule, these customers caused no trouble. However they provided a target for attack by those groups anxious to discredit the motel industry, principally the national association of hotel owners which viewed the motels as unfair competition. In a particularly notorious article written by J. Edgar Hoover in 1940, he labeled tourist courts as "dens of vice and corruption" haunted by nomadic prostitutes, hardened criminals, white slavers, and promiscuous college students. Such vicious attacks were prompted by the growing popularity of motels with the traveling middle class.

Huntsville opened its first tourist courts during the early forties with two motels located on Meridian Street north of Oakwood Avenue. Meridian at this time was the major road out of Huntsville to the north and was designated as U. S. Route 241, making it an obvious location for motels. The Maple Grove Tourist Camp and the Paradise Tourist Court were both in operation by 1943, and the first of these is still open although the second has disappeared. The changing terminology for tourist facilities can be followed by examining the listings for Maple Grove. In 1943 it was a tourist camp; four years later it was called Maple Grove Tourist Cottages; and by 1953 it had become the Maple Grove Motel, the name it still carries.

The Maple Grove Motel has a single driveway off Meridian which makes a full circle creating a grassy courtyard in the middle. Two rows of units placed perpendicular to the street face each other across this exterior public space. The office and manager's home are located in a brick house at the far end of the courtyard facing the street so that the whole complex now forms a U-shape. However the two rows of units were built at different times and consequently reflect subtle changes in motel design. The northern group of

Maple Grove Motel illustrating two early phases of motel design.

seven units is actually broken into two sets, one of three and the other of four rooms. These units are typical of 1940s tourist court design having garages alternating with rooms in a continuous facade. Each brick cottage is identified by an individual gabled roof, and these are connected by the flat roofs that cover the garages. Further continuity is provided by an unbroken roof which runs across the facade below the gable ends to provide protection for guests while passing from the cottage to the car.

The southern row of units is of frame construction, without garages, and patrons park parallel at their front doors. These units are more integrated although there still exist minor variations in the roofline as the gabled roof (with ridge running parallel to the facade) shifts elevation slightly every unit or two. Each doorway is marked by a small curved hood.

A third Huntsville tourist court constructed during the late forties was the Monte Plaza on the west side of Whitesburg Drive between Longwood and Marsheutz. Although this motel is no longer standing, a photograph of it reveals an attractive complex of adjoining units, without garages, under a low gabled roof. Great care was obviously taken to create a home-like atmosphere for this motel. The units are staggered in groups of two which breaks the roofline and imparts variety to the facade. The roof extends beyond the front wall to create a sheltered walkway in front of the rooms while paired windows provide plenty of light and ventilation. There is no parking at the door because the front area has been planted with grass and bushes while trellises along the walkway unite the landscape and building.

The 1950s were a boom period for motel construction both nationally and in Huntsville. The federal interstate highway program was begun in 1956, and it opened unlimited new territory for motels while making obsolete many older courts when through traffic was moved to a new highway. And the 1954 tax code further encouraged new construction of motels while limiting their life expectancy thereby creating a cycle of short term ownerships marked by repeated renovations.

In Huntsville local expansion contributed to an increase in motel construction. The reactivation of Redstone Arsenal and the relocation of the German rocket scientists to the city initiated a period of spectacular growth. Everything was in short supply including motels and housing. Old roads were improved and new ones built. With the opening of Memorial Parkway in 1955, the motels along Meridian and Whitesburg lost their prime locations. In 1953 there were nine motels in town, six of which were located on Meridian Street; all of these early motels were small, locally owned businesses. But when motel construction started along the Parkway and Governors Drive, these new motels were frequently part of large national chains.

As might be expected, the motel industry underwent drastic alterations during this decade. One design change, which first appeared in the late forties, resulted in the creation of the motor court. The motor court evolved naturally from the cottage court and was distinguished by a single, unbroken roofline that totally integrated all the rooms into one large structure. Motor courts were single story buildings, usually with the office and perhaps a small public area or coffee shop located at the end nearest the road. Another change dating from this period was the widespread acceptance of the word motel; although it had been in use for years, motel did not become common terminology until the fifties.

The El Rose Motel on Meridian Street appears to be the first true motor court in Huntsville. Although now vacant and badly vandalized, the El Rose illustrates this period of motel design with its L-shaped building sited with the long leg perpendicular to the street. The single roofline unites the flat repetitive facade of

The Monte Plaza Motel, above, and the El Rose Motel, below.

doorways and windows. The interior of the L is paved so that parking can be at the room. The office on the street end is marked by large panes of glass, and the sign still stands although it has been painted over.

Motel construction in Huntsville during the early fifties continued the tradition of mom-and-pop businesses on sites along Meridian Street. Some were fairly primitive such as the Wake Robin Motel which advertised "Comfort without Extravagance." Other motels along Meridian were the Huntsville (now the Bentley) and the Skyline. The Bon Air Motel also dates from this period and continues in operation today although its time may be limited as it is scheduled for demolition when I-565 is built.

Other local examples of the motor court, these dating from the middle of the decade, were the Goldenrod Motor Lodge on South Parkway and the Charron Motel on North Parkway. These were both L-shaped brick structures of almost identical design having a circular driveway and parking at the door. Neither apparently offered additional amenities such as a coffee shop or swimming pool.

By the mid fifties the next phase in the evolution of the motel had already appeared—the motor inn. Compared with the motor courts, these inns were larger and more luxurious. Motor inns usually consisted of a complex of two-story structures arranged to create a center courtyard with swimming pool. They had a greatly expanded amount of interior public space, often including a lobby, coffee shop, bar, dining room, and meeting rooms. Guest rooms were spacious and furnished with two double beds, a television, and a dressing area separate from the bath and toilet. Air conditioning became standard. The number of guest rooms doubled as they were now placed back-to-back with the utilities housed in a central core between them so that half the rooms faced onto the courtyard while the other half faced away. Naturally parking at the door was no longer possible for most of the rooms, and paved lots were provided around the perimeter of the complex.

Buildings on this scale eliminated the small businessman who could neither finance nor manage such an operation. The motel industry was transformed during the fifties by the entrance of giant national chains, which quickly dominated the business. Holiday Inn, Downtowner, Howard Johnson, Quality, Ramada, Rodeway, and Sheraton all had their start as franchise motel chains during the fifties and early sixties. Suddenly motel design began to exhibit those characteristics associated with highway businesses. Standardized designs and colors were used for all the motels of each chain whether they were located in Maine or Oregon. Large garish neon signs were placed along the highway, and room furnishings were purchased by the carload. The motel chains aimed for immediate motorist recognition

as had the gas stations before them.

Standardization also assured the tourist of the quality of accommodations he would find when traveling in an unfamiliar region. Previously the custom had been to inspect a motel room before agreeing to rent it, but this practice ceased with chains because the traveler knew exactly what to expect after having stayed once. Brand identity became as important to the motel industry as it was to the gasoline industry.

Because Huntsville at mid decade had a rapidly expanding population and market as well as a new parkway, the city began to attract motel chains. The first was Holiday Inn which constructed a motor inn on the west side of South

Parkway. The company later built a second inn across the Parkway from the first, even later yet abandoned both, and in the last decade, constructed a third motel, this time on University Drive. Motel construction boomed during the fifties, increasing from five motels in 1951 to 24 in 1961. Another ten motels were added by 1966 including a Sheraton and a Howard Johnson.

The most recent phase—but assuredly not the last—of motel design is the highway hotel. As the name implies, the motel has finally come full cycle by recreating the hotel. These complexes, typified by the Hilton in downtown Huntsville, are composed of multiple floors reached by interior elevators from a large, formal lobby featuring a hotel-style registration desk. Parking is relegated to a lot behind the building or to a parking garage, and the tourist no longer has private access to his room. Public spaces once again make up a large portion of the interior, taking the form of cocktail lounges, multiple restaurants, conference facilities, and gift shops. Swimming pools are a must. And finally as with the local Hilton, highway hotels are not necessarily located on the highway anymore as many have moved back downtown.

The movement, begun in the teens, to find an alternative to the city center hotel that would satisfy the needs of the new motoring public has at last culminated in the re-creation of the hotel itself. But this is not the last word; changes will continue. Already Hometel is spreading throughout Texas and Arizona. The Hometel offers suites, rather than rooms, that are reached directly from an interior atrium, and each suite is furnished for home-style living with a fully equipped galley kitchen and a separate bedroom. The increasingly luxurious and expensive accommodations offered by motel chains during the last two decades have spurred a movement towards more spartan accommodations aimed at the economy-minded. One of the leaders of this reaction has been Motel 6 which offers clean but simple rooms without excess amenities at a price well below that available elsewhere. And finally, there has been a resurgence during the last decade of campground facilities for those eager to tour at the lowest possible cost.

As with the petroleum industry, the motel industry will continue to reevaluate the demands and habits of the traveling public and restructure its facilities to meet these constantly varying conditions.