



CONTENTS

Preface xi

Acknowledgments xiii

- 1 Peanuts 1
- 2 The Social Rise of the Peanut 14
- 3 The Birth of Peanut Butter 24
- 4 Peter Pan: “Improved by Hydrogenation” 46
- 5 How Peter Pan Lost Its Groove 59
- 6 Skippy: “He Made His First Jar of Peanut Butter
in His Garage” 72
- 7 Skippy on Top 84
- 8 Jif: “But Is It Still Peanut Butter?” 96
- 9 “Choosy Mothers Choose . . .” 112
- 10 Peanut Butter Goes International 125
- 11 The Music of Peanut Butter 138

CONTENTS

- 12 Deaf Smith: What's Old-Fashioned Is New Again 145
 - 13 The Rise and Fall of the Florunner 158
 - 14 The Peanut Butter Crisis of 1980 166
 - 15 "You Mean It's Not Good for Me?" 175
 - 16 The Short, Happy Life of Sorrells Pickard 189
- 17 Peanut Corporation of America: "There Was No Red Flag" 199
 - 18 Peanut Butter Saves the World 210
- 19 Where Are the Peanut Butters of Yesteryear? 220
- APPENDIX 1 Author's Recommendations 235
- APPENDIX 2 Peanut Butter Time Line 237

Notes 245

Index 283