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Nota di contenuto	Intro -- Contents -- Illustrations -- Preface -- Acknowledgments -- 1. The Great American Vegetable -- 2. Creation Myths -- 3. Bursting the Seams -- 4. Storm Warning -- 5. Full Combat -- 6. Trust and Antitrust -- 7. The Heartland:Ohio and Pennsylvania -- 8. A Few of Our Favorite Things: Fats, Carbs, and Calories -- 9. Everything Old Is New Again -- Notes -- Books Cited -- Interviews -- Index.
Sommario/riassunto	The potato chip has been one of America's favorite snacks since its accidental origin in a nineteenth-century kitchen. Crunch! A History of the Great American Potato Chip tells the story of this crispy, salty treat, from the early sales of locally made chips at corner groceries, county fairs, and cafes to the mass marketing and corporate consolidation of the modern snack food industry.