

nigger babies candy

nigger babies candy is a term that reflects a controversial and important aspect of confectionery history in America. This article takes a comprehensive, factual look at the origins, context, and impact of nigger babies candy, exploring its place within society and the candy industry. We'll discuss its creation, marketing, cultural implications, and the conversations it has sparked regarding racial stereotypes and branding. By examining the evolution of this product and its legacy, readers will gain a nuanced understanding of how the candy industry has been influenced by social change and sensitivity. Whether you're a historian, a candy enthusiast, or someone interested in social history, this article provides valuable insights into a topic that remains relevant today. Continue reading to discover the full story, from historical roots to modern perspectives.

- Origins and Historical Context of nigger babies candy
- Marketing, Branding, and Public Reception
- Controversies and Social Impact
- Evolution of Candy Branding and Racial Sensitivity
- Modern Perspectives and Legacy

Origins and Historical Context of nigger babies candy

The emergence of nigger babies candy traces back to the early 20th century in the United States. This confection was originally produced as a licorice-flavored treat, shaped to resemble babies, and was widely distributed by various candy manufacturers. The name itself reflected a period where racial stereotypes and derogatory terminology were frequently used in marketing and everyday life. Historical records indicate that the candy was often sold in bulk, targeting both children and adults, and was part of a broader trend of racially themed products that appeared in American consumer culture.

During this era, advertising relied heavily on caricatures and imagery rooted in racist stereotypes. The existence of nigger babies candy is a stark reminder of how normalized such depictions were in popular products. The candy's packaging and promotional materials commonly featured illustrations that perpetuated harmful narratives about African Americans. Understanding this context is essential for recognizing the role that the confectionery industry played in reflecting and shaping societal attitudes.

Key Manufacturers and Industry Practices

Among the brands associated with nigger babies candy, the National Licorice Company was one of the

most prominent. Other regional candy makers also produced similar products under variations of the same name. Manufacturing practices often involved mass production techniques that made the candy accessible and affordable, further embedding it into American culture.

- National Licorice Company
- Regional Confectioners
- Marketing through local candy shops and fairs
- Bulk sales and penny candy counters

Marketing, Branding, and Public Reception

The marketing of nigger babies candy was explicitly designed to draw attention, using bold graphics and provocative language. Advertisements appeared in newspapers and magazines, leveraging the shock value of the product's name to boost sales. The branding was not unique to this candy; it followed a broader pattern of using racialized imagery to sell products, such as toys, soaps, and other confections.

Public reception varied over time. In the early decades, many consumers accepted the product without question, as racial insensitivity was widespread. However, there were segments of the population, including African American communities and civil rights organizations, that voiced concerns about the damaging effects of such branding. Over time, these voices grew louder, leading to shifts in public attitudes toward racially charged products.

Advertising Methods and Visual Identity

Print advertising was the primary medium for promoting nigger babies candy. The visual identity of the product often included exaggerated features, reinforcing stereotypes. These ads were crafted to appeal to a sense of novelty and curiosity, which was a common tactic in early 20th-century marketing.

- Newspaper and magazine ads
- Store displays with themed packaging
- Promotional materials targeting children
- Use of caricature and stereotypical imagery

Controversies and Social Impact

As awareness of racial issues grew, nigger babies candy became the focus of significant controversy. The use of offensive terminology and imagery sparked protests and campaigns by civil rights groups. These organizations argued that such products perpetuated harmful myths and normalized racism, especially among young consumers. The controversy intensified in the mid-20th century, coinciding with the rise of the civil rights movement.

Media coverage of protests and boycotts brought greater scrutiny to the candy industry. Many manufacturers faced pressure to discontinue the product or rebrand it with less offensive names. This period marked a turning point in how companies approached branding and marketing, with increased sensitivity to social issues and public opinion.

Role of Advocacy and Legislation

Civil rights activists played a central role in challenging the presence of nigger babies candy in stores and advertisements. Their efforts included lobbying for regulations against racist branding and raising public awareness through educational campaigns. Legislative action was also taken in some regions to prohibit the sale of products with overtly racist names or packaging.

- Boycotts and protests organized by advocacy groups
- Public debates on racial stereotypes in marketing
- Regional and national legislative efforts
- Educational campaigns targeting schools and families

Evolution of Candy Branding and Racial Sensitivity

The backlash against nigger babies candy led to a broader reexamination of branding practices within the confectionery industry. Manufacturers began to recognize the reputational risks associated with racially insensitive products. Many companies undertook rebranding efforts, changing product names and imagery to be more inclusive and respectful.

This shift was part of a wider movement toward corporate social responsibility, with brands acknowledging their influence on cultural norms. The evolution of candy branding mirrored changes in other consumer sectors, as businesses adapted to new expectations regarding diversity and representation.

Modernization and Rebranding Efforts

Several companies responded to criticism by modifying their products. In some cases, nigger babies candy was renamed, and packaging was redesigned to remove offensive content. These changes were often accompanied by public statements affirming a commitment to racial sensitivity and social progress.

- Product renaming and packaging redesign
- Corporate statements on diversity and inclusion
- Adoption of guidelines for responsible marketing
- Community engagement initiatives

Modern Perspectives and Legacy

Today, nigger babies candy is largely remembered as a symbol of a bygone era, one that reflects the challenges of confronting racism within everyday consumer goods. Modern perspectives emphasize the importance of acknowledging this history while promoting positive change. The legacy of such products continues to influence conversations about branding, representation, and social responsibility.

Historians and cultural critics study nigger babies candy as part of broader efforts to understand the intersections of commerce, race, and society. Museums and academic institutions document the history of racially charged products, using them as teaching tools to highlight the evolution of social norms. The candy industry's response to past controversies serves as a case study in how businesses can adapt to shifting values and expectations.

Educational Value and Ongoing Relevance

The story of nigger babies candy remains relevant for those interested in social justice, marketing ethics, and American history. By examining its origins, controversies, and legacy, educators and students gain insights into the mechanisms by which society confronts and overcomes prejudice. The discussion continues in classrooms, media, and public forums, ensuring that the lessons of the past inform the future.

- Inclusion in museum exhibits and academic research
- Discussions in social justice and history curricula
- Analysis in marketing and branding courses
- Media coverage of historical controversies

Q: What is nigger babies candy?

A: Nigger babies candy is a historical confectionery product that originated in the United States, characterized by licorice-flavored candy shaped like babies and branded with racially offensive terminology. The product is now recognized as a symbol of past racial insensitivity in American consumer culture.

Q: Who manufactured nigger babies candy?

A: The National Licorice Company was one of the primary manufacturers, along with several regional confectioners. These companies produced and distributed the candy widely in the early to mid-20th century.

Q: Why was nigger babies candy controversial?

A: The candy was controversial due to its use of racist terminology and imagery in its branding and advertising. It perpetuated harmful stereotypes and normalized racism in popular culture, leading to protests and calls for change.

Q: When did companies stop making nigger babies candy?

A: Production of nigger babies candy began to decline in the mid-to-late 20th century as public awareness of racial issues grew and manufacturers faced pressure to rebrand or discontinue the product.

Q: How did civil rights activists respond to nigger babies candy?

A: Civil rights activists organized boycotts, protests, and educational campaigns to bring attention to the candy's offensive nature. Their efforts contributed to legislative changes and shifts in industry practices.

Q: What changes did candy manufacturers make in response to criticism?

A: Manufacturers renamed the product, redesigned packaging to remove offensive imagery, and implemented guidelines for responsible marketing to reflect increased racial sensitivity.

Q: What impact did nigger babies candy have on the candy industry?

A: The controversy surrounding nigger babies candy prompted the industry to reevaluate branding

and marketing practices, leading to more inclusive and socially responsible approaches.

Q: Is nigger babies candy still available today?

A: Nigger babies candy is no longer produced under its original name, and products with racially offensive branding have been discontinued or rebranded in accordance with modern standards.

Q: What is the educational significance of nigger babies candy?

A: The history of nigger babies candy is used in educational settings to teach about racism, marketing ethics, and the evolution of social norms, serving as a case study in the impact of consumer goods on society.

Q: How does the legacy of nigger babies candy influence modern branding?

A: The legacy of nigger babies candy highlights the importance of sensitivity and inclusivity in branding, encouraging companies to consider the social impact of their marketing choices and to avoid perpetuating stereotypes.

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nigger babies candy: Classic Candy Darlene Lacey, 2013-05-10 Whether classics like Hershey's, Mars and M&Ms or trend-setters like PEZ and Atomic Fireballs, candy has a special place in the hearts and memories of most Americans, who to this day consume more than 600 billion pounds of it each year. In this colorful illustrated guide, Darlene Lacey looks at candy in America from a variety of angles, examining everything from chocolate to fruity sweets and from the simply packaged basics to gaudy product tie-ins. She examines the classic brands of the late twentieth century and what they mean, guiding us on a mouth-watering, sugar-fueled trip down a memory lane filled with signposts like Bazooka, Clark, Necco and Tootsie Roll.

nigger babies candy: An Alabama Story Daniel Hammarberg, 2012-12-05 An Alabama Story is based on the accounts a southern man living in Alabama related to the author - he will here be referred to as Billy Bob. When Hammarberg came across Billy Bob, he was able to share in captivating tales of Billy Bob's family life and how he and his family (here called the Hix) had interacted with their surrounding community. When Billy Bob let the author share in his tales, he made the author swear that he wouldn't let anyone else hear about them. Yet the author decided that these tales were simply too remarkable for the world to be denied them. Hence this book was

written, a compilation of the tales Billy Bob had told the author about a year in the life of the Hix family. Hopefully Billy Bob will forgive Hammarberg for breaking his vow and publishing the book. Billy Bob insisted that even though many of his tales simply required the suspension of disbelief, every single one of them were absolutely true. But since the author doesn't want to jeopardize his good name by categorizing this work as non-fiction, in the case that some of them turn out not true, it sorts under Young-Adult Fiction. Inside the covers of this book, the reader will be treated to anecdotes like these from the Hix family life: The time the Hix burglarized a mansion as a family and brought home a hundred grand's worth of loot The time Billy Bob and one of his sons chased all the blacks out of the Birmingham welfare office How Billy Bob managed to prevent his lesbian daughter from marrying a 50-year-old woman The story of when Billy Bob ran for mayor of Birmingham How two of the family members became local heroes in the pro-wrestling circus During this year, the family ran into a number of celebrities as well, and these encounters are retold in full detail. Hopefully reading the book will bring many hours of enjoyment, and perhaps even spark a debate about freedom of speech. Speaking of free speech - prior to the publication of this novel, certain well-known voices in American public life demanded that their commentary on the book would be included with its distribution. The author had no problems with including them, and their messages are listed below: Once again the white devil has put his racist sentiments on display for all of us to see. Peaceful activists such as myself are doing the best we can to let our nation heal the wounds it's suffered under white supremacist rule, then this book comes along and ruins it all! /A. Sharpton This book will singlehandedly set us back at least 50 years in the struggle for women's liberation. Not a single woman in this book has a career or works for a living; and even worse, the family's lesbian daughter is constantly bullied throughout the whole book! /J. Fonda This is an outrage! In spite of a lifetime spent fighting for civil rights, I'm being scoffed and ridiculed in the pages of this book! Us blacks need to picket the Capitol over this! /J. Jackson I fear that after this book has been widely circulated, even more young queers than today will make that tragic step into the great beyond by taking their own lives, tormented by homophobia. Before you buy this book, think of the children! /D. Savage I feel that the language and the narrative elements of this book are very racially divisive and that they're entirely inappropriate for 21st-century America. I'm especially appalled at the disrespectful references to me as a person and I urge you not to buy the book! /B.H. Obama For more information, go to alabamastory.com.

nigger babies candy: *My Name is Agnes* Kelly Brookbank, 2017-01-23 At first glance, Agnes seems pretty normal. She loves running her café/bookstore, 'Steamers and Dreamers', where she's adored by all her staff. She doesn't have much family, but her Uncle Robin is always there when she needs him. She's even got a nice little flirtation going on with a cute customer named Stuart. When evening rolls around, Agnes likes to go out for a drink or two with her friends. Okay, maybe more than one or two. What are you, her conscience? But Agnes isn't that normal at all. In the first place, she's a witch, and in the second, she's thousands of years old...and in the third, well, you know her Uncle Robin? He's a shape-shifting bat. And Agnes has troubles. She had them back in Greek antiquity when her best friend married a prince that Agnes never really trusted. She's got them today too. Remember that cute guy Stuart? Well he's asked her to help him investigate a murder that she... umm...committed. In duelling story lines, set in ancient times and modern, Agnes grapples with problems so epic they could frazzle a witch to the point it could blow a witch's mind or at least blow things up with her eyes. But don't think that means Agnes won't have time to fall in love...twice.

nigger babies candy: *The Collected Writings of Joe Brainard* Joe Brainard, 2012-03-29 Discover the works of Joe Brainard, whose quirky style earned him a reputation as a "recognizable American phenomenon" and "oddball classicist"—with a foreword by 4321 author Paul Auster (John Ashbery) An artist associated with the New York School of poets, Joe Brainard (1942-1994) was a wonderful writer whose one-of-a-kind autobiographical work *I Remember* has had a wide and growing influence. It is joined in this major new retrospective with many other pieces that for the first time present the full range of Brainard's writing in all its deadpan wit, madcap inventiveness,

self-revealing frankness, and generosity of spirit. The Collected Writings of Joe Brainard gathers intimate journals, jottings, stories, one-liners, comic strips, mini-essays, and short plays, many of them available until now only as expensive rarities, if at all. "Brainard disarms us with the seemingly tossed-off, spontaneous nature of his writing and his stubborn refusal to accede to the pieties of self-importance," writes Paul Auster in the introduction to this collection. "These little works . . . are not really about anything so much as what it means to be young, that hopeful, anarchic time when all horizons are open to us and the future appears to be without limits." Assembled by the author's longtime friend and biographer Ron Padgett and including fourteen previously unpublished works, here is a fresh and affordable way to rediscover a unique American artist.

nigger babies candy: The History of Sweets Paul Chrystal, 2021-06-30 A chronicle of confectionaries throughout the centuries—from honeycombs to Haribo. "There is much to get your teeth into within these pages." —Best of British Magazine We all remember sweets—objects of pure delight and the endless cause of squabbles, fights even, hoarding and swapping; a chance to gorge, suck, crunch, and chew. But they're by no means just a nostalgic thing of days past, and it's not only children who love and devour sweets—gobstoppers, bulls eyes, licorice, seaside rock, bubble gum, and the like; grown-ups of all ages are partial to a good humbug, or a lemon sherbet or two—in the car, (annoyingly) at the cinema or while out walking—wherever and whenever, the sweet is there, the sweet delivers and the sweet rarely disappoints. Sweets then are ubiquitous and enduring; they cross age, culture, and gender boundaries and they have been around, it seems, forever. This book tells the story of sweets from their primitive beginnings to their place today as a billion-pound commodity with its sophisticated, seductive packaging and sales, advertising and marketing. It explores the people's favorites, past and present; but there is also a dark side to sweets—and this book does not shy away from the deleterious effect on health as manifested in obesity, tooth decay, and diabetes. It delves into sweet and candy shops in supermarkets and markets, retro sweet shops, fudge makers, vintage sweets online, sweet manufacturing, chocolate, the grey line between sweets and "medicines" ancient and modern. It goes round the world unwrapping sweets from different countries and cultures and it examines how immigrants from all nations have changed our own sweet world.

nigger babies candy: Cold Blood Willis Bryant, 2012-08 Cold Blood had taken a few months to write, originally, and this was an early novel. This novel was science fiction. Mickey King Kong, a vampire novel, had been classified as Hitler Wins. Norma Shearer, the Oscar Winner and the protagonist, had been a vampire. Mickey King Kong, the world's biggest monster, had been turned into a vampire, by Norma Shearer. The earth had been destroyed, and so had all the other celestial bodies, except the moon, which turned to ice. Most beings don't have a mouth, fangs, teeth, or beak. This novel has the most racial slurs and usages of profanity, in a book, debatably. The novel also includes the character of Vlad the Impaler. Cold Blood had taken a few months to write, originally, and this was an early novel. This novel was science fiction. Mickey King Kong, a vampire novel, had been classified as Hitler Wins. Norma Shearer, the Oscar Winner and the protagonist, had been a vampire. Mickey King Kong, the world's biggest monster, had been turned into a vampire, by Norma Shearer. The earth had been destroyed, and so had all the other celestial bodies, except the moon, which turned to ice. Most beings don't have a mouth, fangs, teeth, or beak. This novel has the most racial slurs and usages of profanity, in a book, debatably. The novel also includes the character of Vlad the Impaler.

nigger babies candy: Boy Meets Girl and Spring Song Bella Spewack, Samuel Spewack, 1946-10 THE STORY:

nigger babies candy: Black Children in Hollywood Cinema Debbie Olson, 2017-03-14 This book explores cultural conceptions of the child and the cinematic absence of black children from contemporary Hollywood film. Debbie Olson argues that within the discourse of children's studies and film scholarship in relation to the conception of "the child," there is often little to no distinction among children by race—the "child" is most often discussed as a universal entity, as the embodiment of all things not adult, not (sexually) corrupt. Discussions about children of color among scholars

often take place within contexts such as crime, drugs, urbanization, poverty, or lack of education that tend to reinforce historically stereotypical beliefs about African Americans. Olson looks at historical conceptions of childhood within scholarly discourse, the child character in popular film and what space the black child (both African and African American) occupies within that ideal.

nigger babies candy: What They Never Told Us Gail Lukasik, 2024-11-26 From acclaimed bestselling author of *White Like Her: My Family's Story of Race and Racial Passing*, comes a brand new collection of stories of people uncovering their past. *What They Never Told Us* tells the stories of ordinary people who made extraordinary, life-changing discoveries about their parentage and/or race and ethnicity that fractured their identities. The book asks the big questions: Who are we? And what is family? Blending social history and personal narratives, each story delves into the devastating psychological trauma of uncovering a hidden family secret with all the twists and turns of a mystery novel from how the discovery was made; to why it was kept secret; to the arduous, sometimes disappointing, quest to find the biological parent or parents. To fully understand the secrecy surrounding these family secrets, the book examines pre-WWII and post-WWII attitudes toward infertility, adoption, donor conception, race and racial passing, and unmarried pregnant women. Prefacing these harrowing narratives is the author's own confusing and sometimes painful journey to redefine her racial identity under the spotlight of public opinion. Searingly raw and honest, *What They Never Told Us* tells the stories that were never meant to be heard.

nigger babies candy: Up the Park Richard D. Kutz, 2012-06 Hi! My name's Richard ... Dick, as my friends call me, *Up The Park*. In 1954-Chevy's largest engine was an inline six cylinder and kids had to dance to their parent's music. But ... that was all about to change-real fast. Come on along with my friends and me into the exciting 1950's, 60's n' rock n' roll, *Up The Park*. A time when Chevy's grew to 409 H.P. and your feet just jumped and jived to a beat. Join a group of kids who mature while working out day to day life experiences together, through team sports and a strong camaraderie, ultimately becoming fine young adults. Experience or relive a first kiss, first date, passing your drivers exam, first car ... oh-I'll never smoke another cigarette! Who hasn't encountered-a bully, perhaps a little prejudice or a few heart throbs-oh how I wish she would look at me the way I look at her. Most of all, and don't forget, don't, don't ever go with strangers! There are lots of sports, fun and games. You'll like the park, the guys, the girls, the block parties, romper day, the corner candy store and have lots of fun. Why ... you just might even find the missing pieces to your puzzle. Hope to see ya' ... *Up The Park*. Best wishes, Richard D. Kutz

nigger babies candy: The N-Word in Music Todd M. Mealy, 2022-05-04 The minstrelsy play, song, and dance *Jump, Jim Crow* did more than enable blackface performers to spread racist stereotypes about Black Americans. This widespread antebellum-era cultural phenomenon was instrumental in normalizing the N-word across several aspects of American life. Material culture, sporting culture, consumer products, house-pets, carnival games and even geographic landmarks obtained the racial slur as a formal and informal appellation. Music, it is argued, was the catalyst for normalizing and disseminating those two ugly syllables throughout society, well beyond the environs of plantation and urban slavery. This weighty and engaging look at the English language's most explosive slur, described by scholars as the atomic bomb of bigoted words, traces the N-word's journey through various music genres and across generations. The author uses private letters, newspaper accounts, exclusive interviews and, most importantly, music lyrics from artists in the fields of minstrelsy, folk, country, ragtime, blues, jazz, rock 'n' roll and hip hop. The result is a reflective account of how the music industry has channeled linguistic and cultural movements across eras, resulting in changes to the slur's meaning and spelling.

nigger babies candy: My Shenandoah, 1966 Andy Ulicny, 2015-08-19 *My Shenandoah, 1966* was originally planned to merely record an objective local history, but its enthusiastic fans will assure you the book developed well beyond that into a highly readable, engrossing work for everyone. Its ample supply of endearing personal anecdotes and historical peculiarities make this local history quite an entertaining read. The book also makes the jump from mere local appeal by embracing the universal nostalgia of the era we know as *The Sixties*. The original motive of

providing a thorough demography of the Coal Region town of Shenandoah, fifty years before its Sesquicentennial, is achieved. However, the books scope is much more universal. It is an accurate picture of a small town America in that Golden Age of our nations history; it takes all its readers back on a nostalgic tour of that extraordinary decade known as the Sixties. The first person narrative has two authors in one. Youll see the Sixties through the innocent eyes of the 9 year old who lived them. Gain his impressions of his education, his views on the towns diversity and its prejudices. Thrill in the childish enjoyment of life in small town America of this generation. But, realize that child has grown into a 59 year old historian. Explore with him the town and countys national prominence and historical figures. Look back at the Corner Stores, the Penny Candy, the Supermarkets, the Cars, the Drinking, and the Holidays. Philosophize with him over the changing times. Look back at a firsthand account of Americas most memorable decade and more.

nigger babies candy: *Memories Are Like Clouds* Diana J. Dell, 2000-02 *Memories Are Like Clouds*, a touching memoir, is a fond remembrance of growing up when life seemed simple. Gliding on the porch swing while listening to their mother's stories of her youth, counting dead goldfish at the five-and-ten cent store, playing pick-up baseball games down near the dump, collecting Ralph Kiner and Stan Musial baseball cards, helping Daddy at his candy business, devouring Sgt. Rock comic books, and running numbers for the neighborhood bookie in a housedress filled Kenny and Diana's innocent days in East Vandergrift, Pennsylvania. The author weaves together the universal experiences shared with millions of other baby boomers such as that first television set, iceboxes, "Amos 'n Andy," hula hoops, and the milk man and the individual memories specific to this family (the rag man and his tired old horse, the Polish Barber's dirty adventure magazines, and shotgun weddings at the Slovak Club). This coming-of-age tale, filled with hope and old-fashioned values, will delight and engage and then, long afterward, persist in memory.

nigger babies candy: *Deadly Mix* Carl Krause, 2022-05-04 *Deadly Mix* is a detective novel with elements of a police procedural; it starts off as an inverted story then delivers a series of twists before its dramatic and unexpected climax. *Deadly Mix* is aimed at readers who enjoy Sue Grafton's *Alphabet Murder Mysteries*; its writing is reminiscent of Tony Hillerman's novels. Intrigue, romance and humor, both dark and captivating, mix tastefully with a touch of philosophy and prejudice to tempt a new audience of mystery readers. Veteran private investigator, Nicholas Kane and his naive Mensa genius fiancée, Madeline Sugarman, brave the harsh and dangerous world of murder and intrigue. This intensity is softened by Maddie's outrageous sense of humor, often to Nick's chagrin. Interspersed with tasteful love scenes and true love that doesn't always run smoothly, this tale is sure to titillate the readers to smiles and maybe even a tear or two.

nigger babies candy: *The Tree of Young Dreamers* Frank Sousa, 2014-04 Brought up in the Depression, Johnny DaSilva is leader of a fun and imaginative gang that lives out their dreams in the Big Tree in which each has a branch that serves as the Lone Ranger's Silver, the race car of Morey Amsterdam, the rocket ship of Buck Rogers, the crow's nest for Black Bart the Pirate. When World War II broke out, they tried every ruse their young imaginations could think of to get into the marines, army, and navy but had to settle for the Boy Scouts. But the faux pas war to end all wars came too soon for the Big Tree Gang. Johnny is best described by an aunt as having the millstone around the neck of having a strict English Episcopalian conscience and bucking bronco Portuguese sexual proclivities. Two girls are in love with him, one wealthy and popular, the other sexually abused and who considered herself a worthless toy, until she met Johnny. Whatever they knew about the facts of life, male and female, were learned pretty much by trial and error.

nigger babies candy: *Deep South* Paul Theroux, 2020-06-11 The acclaimed author of *The Great Railway Bazaar* takes a revealing journey through the Southern US in a vivid contemporary portrait of rural life (*Atlanta Journal-Constitution*). Paul Theroux has spent decades roaming the globe and writing of his experiences with remote people and far-flung places. Now, for the first time, he turns his attention to a corner of America—the Deep South. On a winding road trip through Mississippi, South Carolina, and elsewhere below the Mason-Dixon, Theroux discovers architectural and artistic wonders, incomparable music, mouth-watering cuisine—and also some of the worst

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