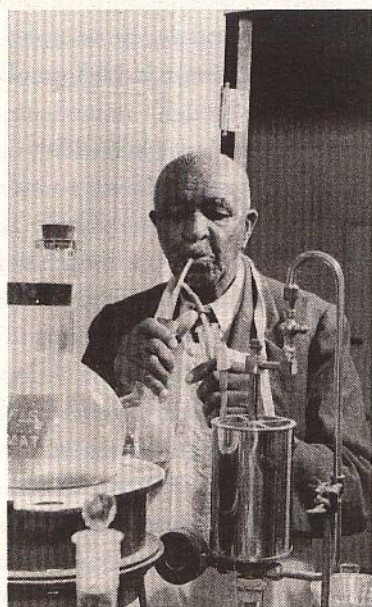

BE ON THE SIDE OF
THE SUCCESSFUL

**GEORGE WASHINGTON
CARVER'S**
Miracle
Peanut
CURE

.....
1864-1947
.....

*George Washington Carver is shown
here in his laboratory at Tuskegee
Institute, Alabama.*



Throughout his career, Carver repeatedly expressed a desire to have his products manufactured, but he had little success. The impetus for this desire was likely twofold. For one, it was a natural extension of his mission to improve the plight of his people. He could help the small, Southern farmer become self-sufficient with better farming techniques and nutritional improvements, but to make an economically strong South, Carver felt his people needed a broader market for their crops. He thought this would lead to a more ready acceptance of Blacks into society because of their work's economic benefit to others. Carver also likely desired personal recognition. Throughout his life, he was quick to inform his superiors (and the press) of any praise he received and in some cases requested accolades from his contacts — for example, he hinted in a letter to L.H. Pammel, his old professor at Iowa State University, that an honorary doctorate would be appreciated. It was certainly well deserved. Iowa State refused.

Despite his efforts, no Carver invention ever became part of America's compendium of common usage. Carver's hybrid cotton never became established as a major new variety. His paints, wood stains, and cleaners made from Alabama clays attracted some attention from investors and manufacturers, but the talk went nowhere. The United States Department of Agriculture once flew him to Washington to learn about his sweet potato flour, and considerable expense was put into the development of a manufacturing process for the product, but it never took off. Interest shown in his breakfast cereals petered away before the ideas became a product. His peanut milk, which he was convinced would finally let him see an idea transformed into a successful commercial venture, also died before it was born. Interest in the product was initially great, until Carver discovered that an Englishman had taken a patent out on a similar product two years previous. Carver said he'd patent his own superior process but, characteristically, never did. Carver, nor anyone else around him, pursued peanut milk further.

Carver believed in miracles. He was deeply religious, a mystic even, who believed he had visions. Upon arrival in Tuskegee,