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**New Book Commemorates Indiana Legend**

West Lafayette, Ind. — *Just Call Me Orville: The Story of Orville Redenbacher* presents a historical, chatty biography of one of Indiana’s most successful entrepreneurs in agriculture. This title spans the entirety of Redenbacher’s life—from his childhood in Clay County, to his college years at Purdue University and finally describing his success in perfecting his gourmet popcorn and the marketing phenomenon that made him a national legend. *Just Call Me Orville* portrays this hometown hero as larger than life.

Robert W. Topping traces the enduring career of the “popcorn king” and highlights Redenbacher’s transformation from his agricultural studies at Purdue to his emergence as an American advertising icon. Redenbacher and his partner, Charlie Bowman, launched the line of RedBow popcorn in 1970 through a combination of shrewd marketing and a superior product.

In addition to documenting Redenbacher’s many experiences, Topping concentrates on Redenbacher’s lifelong obsession with the development of new strains of seed at Purdue, where he earned a degree in agronomy. This book shows the partnership between colleagues and large franchises, such as Chester Hybrids, Hunt-Wesson and ConAgra. Redenbacher prospered as a

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national spokesperson and as a symbol of wholesomeness and fun. Based on interviews conducted in the last few years of Redenbacher’s life, Topping—a longtime friend of the Redenbacher family—paints a fascinating picture of a deeply serious agricultural pioneer and marketing genius who remains a household name in North America.

Robert W. Topping, who died in 2009, was also an Indiana native, as well as a Purdue staff member and alumnus. He published three books about Purdue University and was a former newspaperman in Michigan and Indiana.

This book is available from all good booksellers or order direct on the web at www.thepress.purdue.edu or by phone at 1.800.247.6553.

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***Just Call Me Orville: The Story of Orville Redenbacher***

5.5 x 8.5 • 131 Pages

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