The Rise and Fall of Bread in America

By Amanda Benson
The Beginning of Bread
Industrialization of Bread
Wonder Bread
Builds Strong Bodies
8 Ways!

All these remarkable food values are supplied by 2 slices at each meal and one sandwich between meals daily.

1. MUSCLE As Much Protein as a Serving of Roast Slices of Beef.
2. BONES and TEETH As Much Calcium for Bones and Teeth as Contained in a Helping of Cottage Cheese.
3. BODY CELLS As Much Phosphorus for Cell Metabolism as 1 Egg.
5. APPETITE As Much Vitamin B, to Help Maintain Normal Hunger as a Serving of Fried Livers.
6. GROWTH As Much Vitamin B, for Growth Processes as 3 Slices of Yellow American Cheese.
7. BRAIN As Much Nicin to Help Maintain Mental Health as 6 Sardines.
8. ENERGY As Much Energy for Work and Play as 2 Glasses of Milk.

Wonder Bread
Doubly Fresh!
Winter Brings Colds

WONDER BREAD
Builds Strong Bodies...

...8 ways!
The Industries within Bread
Bread in France

What Fueled the Bread turn around in France:

• Tradition
• History
• Customer Appreciation
Trends of Bread