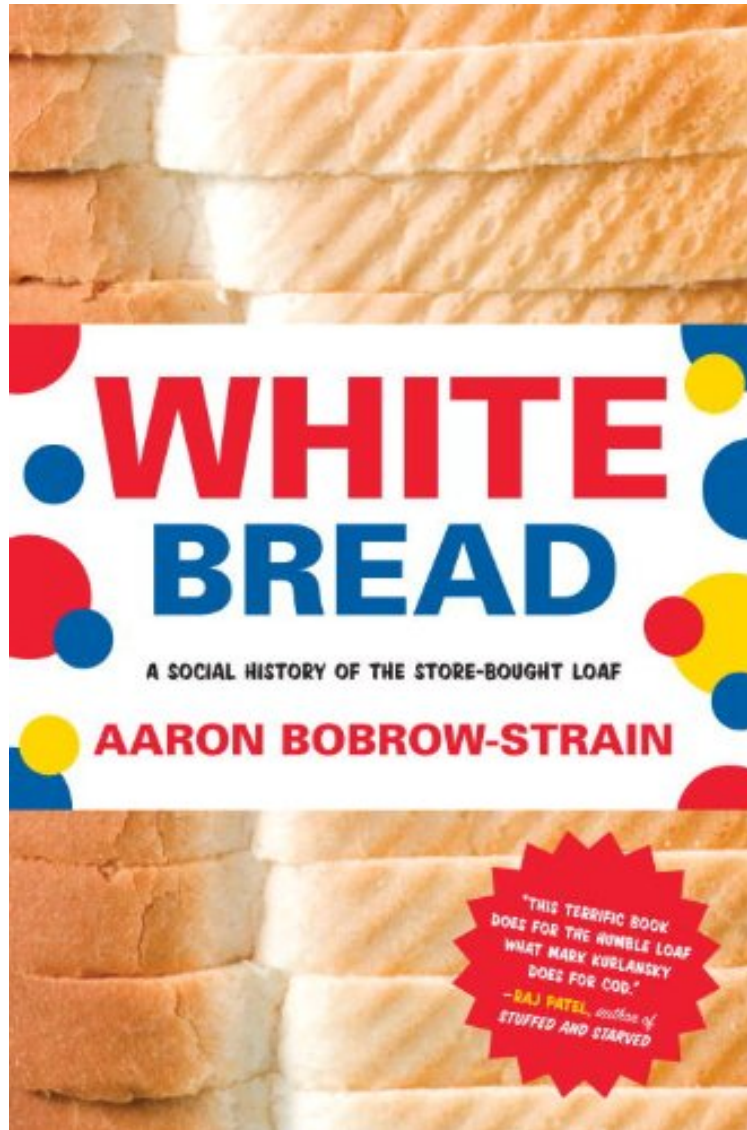


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## White Bread: A Social History of the Store-Bought Loaf

*Aaron Bobrow-Strain*

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**Aaron Bobrow-Strain : White Bread: A Social History of the Store-Bought Loaf** before purchasing it in order to gage whether or not it would be worth my time, and all praised White Bread: A Social History of the Store-Bought Loaf:

0 of 0 people found the following review helpful. the SJW finding racism and marginalization under every stone ( or in every crumb) became tedious about half way through By Number6It definitely had its moments offering some interesting insight as to how the white, industrial loaf came about. However, the SJW finding racism and marginalization under every stone ( or in every crumb) became tedious about half way through. Overall, okay and

worth a read.9 of 10 people found the following review helpful. A little beat around the bushBy Stephanie CrockerI was really engaged during the first part of the book, but towards the middle, I felt like the author rambled a bit so it was difficult to keep my interest. Some of the chapters seemed to begin with one topic and end with another. The book was more focused on the social history (which makes sense since it's the subtitle), than any of the health aspects of white bread. I thought it was interesting that the author didn't mention the impact of steel milling on the processing of bread as having a huge impact on the nutrition. Also, I thought it was interesting that the author didn't cover new strains of "white wheat" (wheat with a lighter bran layer) which have been around for the last several years. Being in the industry, I felt I had to power through the book; but I found I lost interest at the end. I thought it was strange that he ended the book with a chapter on fermentation, which, although it does apply to yeast, was a little far off left field since most of the book had been focusing on the social history. I thought a more appropriate ending would be to postulate the potential fate of the white loaf. It seems the author really only was able to differentiate between a white or wheat loaf, and really, there's a lot more to the story of white bread.0 of 0 people found the following review helpful. New perspective and a great readBy Paula in TexasThis was a book selection for a sustainable food dinner/book club that I belong to. It was one of the best we have picked and engaging to read. It puts the evolution of bread into a fascinating historical and social context - and brought back some childhood memories as well as a child of the Wonder Bread generation.

How did white bread, once an icon of American progress, become "white trash"? In this lively history of bakers, dietary crusaders, and social reformers, Aaron Bobrow-Strain shows us that what we think about the humble, puffy loaf says a lot about who we are and what we want our society to look like. White Bread teaches us that when Americans debate what one should eat, they are also wrestling with larger questions of race, class, immigration, and gender. As Bobrow-Strain traces the story of bread, from the first factory loaf to the latest gourmet pain au levain, he shows how efforts to champion "good food" reflect dreams of a better society—even as they reinforce stark social hierarchies. In the early twentieth century, the factory-baked loaf heralded a bright new future, a world away from the hot, dusty, "dirty" bakeries run by immigrants. Fortified with vitamins, this bread was considered the original "superfood" and even marketed as patriotic—while food reformers painted white bread as a symbol of all that was wrong with America. The history of America's one-hundred-year-long love-hate relationship with white bread reveals a lot about contemporary efforts to change the way we eat. Today, the alternative food movement favors foods deemed ethical and environmentally correct to eat, and fluffy industrial loaves are about as far from slow, local, and organic as you can get. Still, the beliefs of early twentieth-century food experts and diet gurus, that getting people to eat a certain food could restore the nation's decaying physical, moral, and social fabric, will sound surprisingly familiar. Given that open disdain for "unhealthy" eaters and discrimination on the basis of eating habits grow increasingly acceptable, White Bread is a timely and important examination of what we talk about when we talk about food.From the Hardcover edition.

.com Best Books of the Month, March 2012: It's in, it's out, it's good for you, it's bad for you: over the last hundred years, bread has gone from industrial-strength cure-all to nutritionless fluff, and every place in between. White Bread is Aaron Bobrow-Strain's look at the central place of bread, not just on the American table but also in its discussions about morality, class, race, and the environment. Bobrow-Strain takes readers from the immigrant-run bakeries of the 1900s, which were associated with unsafe bread, to the shining promise of industrially-made loaves that could bolster Americans against communism, to the brown-bread revolution of the '70s and '80s. Along the way, Bobrow-Strain shows that the history of bread was leavened with good intentions and ironclad convictions--many of which succumbed to the ageless hobgoblin of unintended consequences. Entertaining for fans of history, food, and the history of food, White Bread reveals yet another facet to the ever-complicated world of what we eat. --Darryl Campbell "In this fascinating history of perhaps the most maligned and emblematic American food--industrially made white bread--Bobrow-Strain subtly upends common prejudices while illuminating fundamental shifts in the nation's economy, gender relations, aesthetic preferences, diet, and cultural politics." --Benjamin Schwarz, The Atlantic MonthlyAbout the AuthorAaron Bobrow-Strain is associate professor of politics at Whitman College in Washington. He writes and teaches on the politics of the global food system. He is the author of Intimate Enemies: Landowners, Power, and Violence in Chiapas.From the Hardcover edition.