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

By Aaron Bobrow-Strain

Audible Studios on Brilliance, United States, 2016. CD-Audio.
 Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. 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 20th 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...


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