

Residents Loaf When It comes to Eating Bread

By CAROL HOGSHEAD and DOUGLAS GORDON

The invention of the diet and the vitamin pill has somewhat weakened the long-held belief that bread, one of life's staples, has sold upon the consumers through the ages.

It is more such commonly accepted statistics as the diet at hand that present interesting statistics and facts.

For instance, there are only two classes of bread no matter how it may look or taste. Leavened bread is the basic loaf eaten by the people of the United States. The other type is unleavened.

IN ADDITION to the natural carbohydrates, proteins, minerals, calcium and vitamins so essential to good health, commercial bread contains artificially added amounts of minerals and vitamins.

Bread which contains enough vitamins and minerals to supply the needs of a human body for over an entire year.

This was proven by Harris O. Machus, master of the Machus Westry and Bakery Shop, 100 West Maple, who had escaped prisoner of war in Italy during World War II. Machus lived solely on bread for 11 months.

A SURVEY made this week by The Birmingham Eccentric of 5 chain stores and 10 independent stores showed that about 5,000 loaves per day, 38,400 per week, and 160,000 per month are sold in this area.

The bakeries and chain stores sell from 100 to 650 loaves a day, while the independent stores sell from about 100 to 200 a day.

Bread other than white, is sold in much larger quantities by the bakeries than the stores.

Birmingham ranks low as a bread-consuming town in comparison with metropolitan centers like Detroit and even with cities of its own size.

DUE TO THE higher income bracket of the people of this community, more fresh fruits and vegetables are purchased, thereby filling the necessary daily vitamin and mineral requirements, ordinarily filled by bread.

Also, the businessmen of the city are engaged in a type of work which is physically lighter, and in proportion to this fact, the desire and need for the commodity is less. This does not mean, however,

5 times that of New York City's Empire State Building. Approximately 86 loaves are eaten every 24 hours by every family within the city limits in comparison with about 1 loaf per family in Detroit.

IF THE BREAD eaten per week was placed around the outside of the city's Shain Memorial Park, it would go around 44 times, or, if placed horizontally one on top of the other, it would constitute a fence 18 feet high all the way around. Each family would have contributed an average of 6 loaves a week to that fence.

About 25 loaves a month are consumed per family or 8 loaves per

person, or a total of 9 miles of it if placed end to end. That means that over a period of a year 39,780,000 slices are eaten by Birmingham's 22,000 residents.

What kind of bread does the Birmingham resident prefer? White, of course, is the favorite as it is all over the country, but a surprising amount of whole grain is eaten. Three per cent of the commercial bread purchased in this area is whole wheat, while 18-23 per cent of the bread sold in leading bakeries is other than white.

Diet consciousness is believed to

be the reason for the high quantity of whole grain bread sold here.

Two weeks ago, one of our readers probably bought the one millionth loaf of bread sold in Birmingham since January 1, 1953. Because of its importance to us, one of our readers will probably buy the next millionth by January 1, 1954.

Though not as important to us as it was to the people of thousands of years ago, bread still is the nation's number one commodity on the American dinner table.

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Nash Executive Moving to B'ham

Appointment of Richard T. Purdy as executive assistant to Howard A. Lewis, vice president in charge of the metal, export and subsidiary sales activities, Nash-Kelvinator Corporation was made this week.

By the end of this month, Purdy is expected to move with his family into their new home at 325 Wellesley Drive in Birmingham.

Purdy has been government contact representative for Nash-Kelvinator in Washington since joining the company late in 1950.

A GRADUATE of the University of Michigan, Purdy was in the investment banking business from 1929 to 1933, with the Detroit Trust Co., the First Detroit Co. and the First Michigan Co.

During 1933 he was assistant to the director of the Automotive Council for War Production, and later manager of the motor truck division of the Automobile Manufacturers Association.

He was Detroit sales representative of the Budd Company for several years before joining Nash-Kelvinator.

Receives Commission In Air Force Reserve

KELLY IN AIR FORCE RESERVE. Texas—Edward C. Helgeson, son of Mr. H. E. Helgeson, 711 Colonial Ct., Birmingham, Mich., has received a reserve commission as second lieutenant in the U. S. Air Force, according to military officials here.

He was among the 22 college graduates of the Kelly encampment to receive commissions. Another year of college work awaits the remaining 250 members of the encampment before they become eligible for commissions.

Household Goods of every description are offered for sale in the Classified Columns of The Birmingham Eccentric.



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