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# WHITE BREAD



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## The Answer

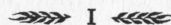
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## Is White Bread Fattening?

WHITE BREAD is essentially an *energy* carbohydrate food, with some good protein and other food factors added. Energy foods as well as other type foods are capable of producing "fat" (or being stored as fatty tissue) in a normal person, if *more is eaten or ingested than is converted into energy*. White Bread is no more fattening than any other similar energy food, provided equivalent quantities in energy value are eaten or ingested.

Fatty foods are capable of producing more fatty tissue in the body than equal weights of energy food of the bread type, if more is eaten or ingested than is converted into energy. Fatty foods include rich foods composed essentially of fat, or a large proportion of which is fat. White bread contains a small amount of fat—approximately 2% to 4%, as determined by chemical analysis.

Gain or loss in weight in a normal person is to a high degree determined by the amount and food energy value of the food one eats, *and* by the activity of the person. Excessive fatness in most instances is due to lack of diet control, but at times may be due to body glandular disturbances.

Energy foods must be included in all diets. Energy foods, in more carefully restricted amounts, must be included in so-called "reducing" diets.

Therefore, white bread, essentially an energy food, may well be included in all diets, including reducing diets, to maintain proper carbohydrate balance.



## Has White Bread Been Robbed of Its Minerals?

THE WHEAT BERRY contains certain of the minerals necessary for body growth and functioning. These minerals are also available (often in larger amounts)

in many other foods. The process of milling white flour from which white bread is made, removes the outer coatings (bran) and the germ of the wheat. Thus White Bread does not include all the minerals contained in wheat, nor in the same amount.

A considerable proportion of the minerals contained in the coarse bran of wheat, are not extracted by the human digestive system. The amount not extracted is therefore not absorbed for use as human food material.

Milk (or skim milk) solids as an ingredient in white bread add calcium, a mineral which is not present in any high degree even in whole wheat or wheat bran. Thus the use of adequate amounts of milk (or skim milk) solids as an ingredient in white bread, makes this white bread a good source of calcium and also phosphorus. In this form these minerals can be readily absorbed and used for human growth and body processes.

## Has White Bread Been Robbed of Its Roughage?

WHITE BREAD contains little or no roughage. The milling process excludes bran, the coarse outer coating of the wheat berry, from the flour used in making white bread. White Bread is readily and almost completely digested. These qualities are, to a degree, due to this lack of roughage.

A person using a normal diet, containing vegetables and fruits, does not need roughage of the type of wheat bran. The coarse, flinty, hard bran particles may be injurious to some people with sensitive intestinal tracts. If vegetables and fruits do not provide sufficient bulk essential to proper elimination and evacuation, the advice of a physician is needed.

Some domestic animals (for example, the cow) can efficiently digest and assimilate the food value in wheat bran. A large proportion of the food value of bran is thus made available as human food in milk.

## Is White Bread Lacking in Nutrition?

WHITE BREAD contains white (wheat) flour, water, sugar, salt, shortening, and yeast. Most commercially produced white bread contains milk, or skim milk, in some form and in appreciable amounts. Often white bread also contains malt syrup or extract. These wholesome food ingredients are mixed, fermented and baked to produce a palatable, nutritious, energy food, capable of yielding from approximately 1150 to 1200 calories per pound.

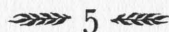
White bread furnishes valuable proteins and some minerals in addition to a high carbohydrate or energy food content. White bread has a high percentage of digestibility. These qualities make white bread a good nutritious food, useful to sustain muscular and physical activity, and to maintain body temperature.

These points are well covered by the state-



ment accepted by the American Medical Association Committee on Foods—

“White bread is a wholesome, nutritious food. As such it has its rightful place in the normal diet of the normal individual. Its avoidance for fear of any harmful consequences or the fear that it is the cause of any diseased condition when properly used in the normal diet, is entirely without scientific foundation.”



## Is White Bread as Wholesome as Whole Wheat Bread?

WHITE BREAD and whole wheat bread are both wholesome and nutritious. Each is a recognized food with valuable nutritional qualities. Each is a rich provider of food energy.

White bread and whole wheat bread are

not to be compared with the view of condemning one or the other. They are simply two different types of bread. Whole wheat bread does contain valuable food minerals (including iron) in the bran content, although these are not made completely available by human digestion. This is a matter of no great consequence, as long as the diet as a whole provides these requisite food essentials.

Whole wheat bread appeals to some people because of its flavor, its bran content, and its more firm, solid structure. Because of these characteristics, some people like it to vary the type of bread in the diet. It does not appeal to others because of some or all of these same characteristics.

White bread appeals to and is favored by most people because it is palatable as well as nutritious. The bland flavor, the appearance and the light structure of white bread make it pleasing to the taste. It is appetizing and yet satisfying. White bread is more completely digestible than whole wheat bread. These characteristics make white bread the favorite of most normal people.

# Comments

THE BAKER'S responsibility is to provide the public with wholesome food products. It is his duty to warrant their purity and cleanliness. This he does.

The baker has found, through long experience, that a great majority of the people *prefer white bread*. He also makes other kinds. But the public likes the taste of white bread. It blends well with all other foods. It is easy to digest. It is a highly economical source of an essential energy type food; the type of food needed in the largest amount (by weight) to maintain body temperature and activity.

Still there are those who:

Compare white bread unfairly with other foods.

Exaggerate the deficiencies of white bread.

Propose to use white bread as a vehicle or carrier by adding other

type foods (or minerals, etc.) as ingredients to make up certain (real or imaginary) diet deficiencies occurring in segregated sections and affecting a minority of the population.

Bakers contradict, take issue with, and do not subscribe to statements made without proper knowledge or investigation by those who:

Say, "If you must eat bread, eat whole wheat bread."

Recommend whole wheat bread as the "lesser of two evils."

Credit whole wheat bread with unwarranted qualities or exaggerate its virtues.

Bakers believe one should be free to choose between such foods as white bread and whole wheat bread without unjustifiable criticism or biased statements, or unjust depreciation of the virtues of white bread.

Bakers believe that the basis of the demand for whole wheat bread should be made on its merits by those who:

Like its distinct flavor and taste.

Use whole wheat bread to provide variety in the diet.

Include whole wheat bread in their diet for some specific nutritional reason.

Have whole wheat bread prescribed for them by competent physicians.

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*To publish the true facts  
is the object of this bulletin.*

*These statements are  
accepted by The Committee on Foods,  
American Medical Association*



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