

Sliced Bread: ... the History & Humor of Route Sales

Jim Martin

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Sliced Bread is a collection of humorous, entertaining and educational stories gleaned from years of experience in wholesale and retail, commercial bread sales. Here is a glimpse of how things were and how the industry evolved over time. Sliced Bread provides the reader with a bit of history that has been taken for granted. How does bread get from the bakery to the rack in your favorite market? Is one brand really better than another? Meet a special breed of men who were willing to start their work day at 4:00 AM and return home after dark- six days each week. Join in their antics and pranks and gain an understanding of their motivations. L.W. Martin is a charismatic storyteller who lived these stories. In this book he has opened a window to views you have never seen before... unless you were a "bread man."

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