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[Bakers Weekly Press Clippings](#)

BAKERS WEEKLY.

Press clippings: editorial campaign promoting the enrichment of white bread with vitamins and minerals, 1940, March – 1943, December. 3 volumes (541 p.)

SUMMARY: Clippings from *Bakers Weekly*, a trade magazine for the commercial baking industry, documenting the magazine's campaign to persuade bakers to enrich their bread with vitamins and minerals. Included are articles explaining vitamins and their effect on health; meetings of state and local industry associations which discussed the idea of enrichment; the commercial opportunities offered by enriched bread; other media campaigns relating to enriched bread including notices of radio programs and films; and many other aspects of the topic.

PROVENANCE: Gift of the Columbia University Institute of Nutrition, 1946, who had received it from Paul J. Cardinal. This is probably not a unique item. The copy of this set has "For Hoffmann-LaRoche, Inc." embossed on the front covers.

SUBJECTS:

Bakery production and marketing.
Bread industry.
Vitamins.