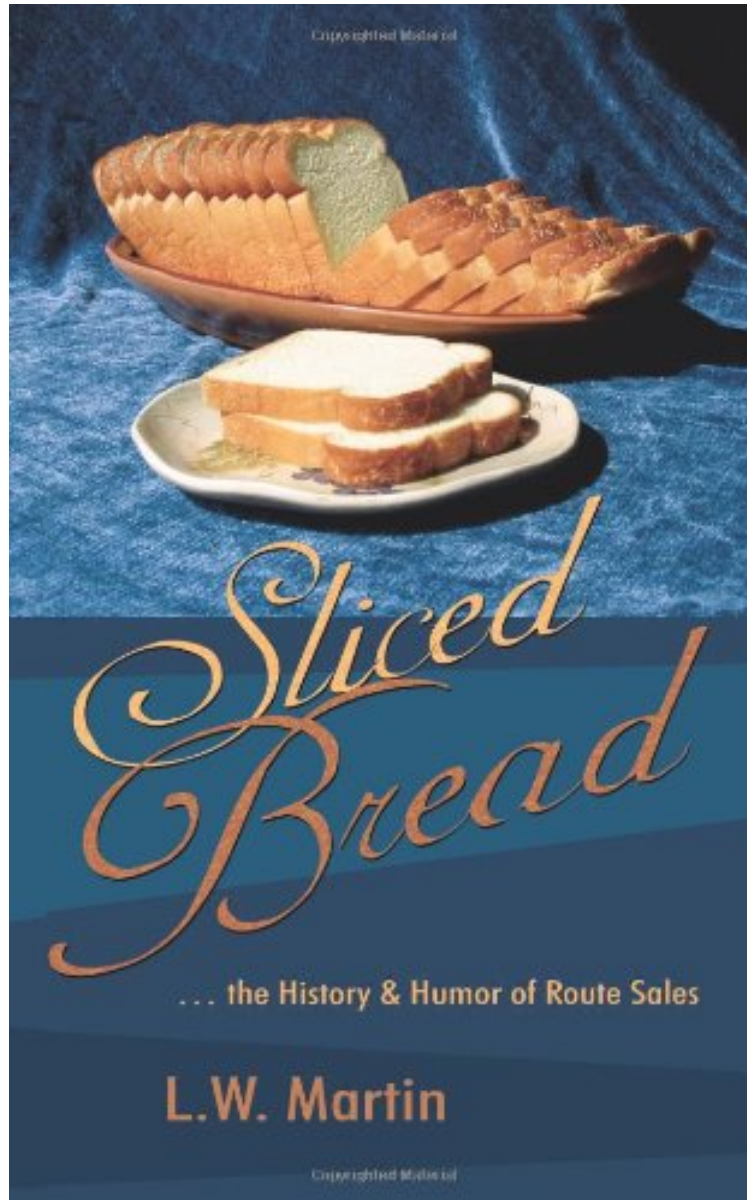


[PDF] Sliced Bread: ... the History Humor of Route Sales

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

*Jim Martin*

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**Jim Martin : Sliced Bread: ... the History Humor of Route Sales** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sliced Bread: ... the History Humor of Route Sales:

2 of 2 people found the following review helpful. Enlightening Entertaining By Joe Scavetti Very well written collections of scenarios from 50 years of experience in Commercial Bread Sales. I can relate to this having been close

to this business myself. A quick and entertaining read that you'll want to quote to friends- lots of humor- interesting history. Joe Scavetti 1 of 1 people found the following review helpful. Great book  
By P. Helbling  
This is a great book full of numerous stories that relate to many aspects of daily living. The stories are told with a focus on levity that does not gloss over the deeper relevance that can be missed in today's world.

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."

About the Author  
It is evident that good salesmen are born not made. In his long sales career, L.W. has been highly successful in selling metal buildings, bread, snack cakes, and insurance. His other career has been music. He started customer service early by promoting his own western swing band at the age of 16. Because of the live radio broadcast schedule, L.W. missed most of his high school Spanish classes. The Buckaroos played weekend dances in Eastern Oklahoma and Western Arkansas, often in direct competition with Bob Wills and his Texas Playboys. WWII found L.W. continuing his music- heading a band, the Rhythm Five, playing at military installations in the Pacific. He later served as coordinator for the 8th Army Special Services booking entertainment for military staging facilities at the close of the war. L.W. retired three times from his extensive sales career but has never really quit working. He now volunteers as an instructor for the Literacy Council- teaching adults to read. He is active in his church and the Masonic Fraternity.