

1906

The Presidential Whopper

William Howard Taft was a big (emphasis on big) fan of breakfast. On a visit to Savannah, Ga., in 1906, the 350-pound president broke his fast one morning by eating shrimp with hominy, potted partridge, broiled venison, waffles with maple syrup, hot rolls, and a grapefruit. Fellow diners reportedly watched in awe.

1940s

Orange Juice Goes to War

OJ was just a seasonal treat until WWII, when the government charged the Florida Citrus Commission with finding a way to ship vitamin C-packed juice overseas to prevent scurvy among the troops. Their solution, frozen concentrate, was literally created in a vacuum—and gave rise to a major new U.S. industry. By the war's end, reconstituted juice had reached the front lines. And by the 1950s, housewives across the country were stirring up OJ for breakfast year-round.



1970s

(PART TWO)

The Crunchy Set

What travels well in rucksacks, goes with nuts and berries, and doubles as code for “hippie”? When granola caught on with the kids in the '70s, everyone else gained a whole new way to label the eco-friendly. As in: “He may not wear Birkenstocks, but he’s still pretty crunchy.”

2008

Breakfast of Champions

Swimmer Michael Phelps's eight gold medals in the Beijing Olympics were big news, but so was his standing morning order: three fried egg sandwiches loaded with cheese, lettuce, tomatoes, fried onions, and mayonnaise; two cups of coffee; one five-egg omelet; one bowl of grits; three slices of French toast topped with sugar; and three chocolate chip pancakes. Phelps joked about his fuel intake in a sketch on *Saturday Night Live*: “You can eat whatever you like,” he explained, “as long as it adds up to 12,000 calories a day!”

1960

Green Eggs and Ham

Well before will.i.am, there was Sam-I-Am, the relentlessly eager, insidiously creative little imp who advocated trying green eggs and ham (in a box/with a fox/in a house/with a mouse). The Dr. Seuss book became the fourth-biggest-selling children's title of all time.

1961

Audrey Hepburn Gets It to Go

The trailer for *Breakfast at Tiffany's* promised “the wildest night New York ever knew,” but it was Holly Golightly's early-morning idyll outside Tiffany's that became the film's most iconic scene. With takeout coffee and Danish in hand, the Givenchy-clad Hepburn made brown-bagging it look positively elegant.

1970s

(PART ONE) The Birth of the Power Breakfast

New York's Regency hotel claims to have launched the power-breakfast trend when its hotel chairman met with city leaders to forge a plan to save the Big Apple from bankruptcy.

The Case for Breakfast

DECADES OF RESEARCH SHOW THAT EATING A HEALTHY MORNING MEAL DOES A BODY GOOD

■ **Cardio Fitness** In one study, people who ate whole-grain cereal every day were 28 percent less likely to suffer heart failure.

■ **Waist Management** Recent research shows that eating breakfast helps prevent obesity in children and maintain weight loss in adults. How so? By helping you

feel fuller all day—especially if you add in a little protein. In a 2010 study, men who ate an egg in the morning reported less hunger over the next three hours and consumed fewer calories during the next 24 than the guys who were given a bagel.

■ **Food for Thought** Children who eat break-

fast perform at nearly a grade level higher than those who do not. Recent studies have also shown that having a morning meal can sharpen memory for all ages.

■ **Sugar Fix** Eating first thing in the a.m. helps regulate blood sugar, reducing the risk of type 2 diabetes.