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War Hits Candy Trade

The candy-makers of the nation are not having such a sweet time of it, for, like most other manufacturers, they are bothered by scarcities of labor and materials, and so must cut corners and find substitutes. Materials have been rationed, and while from camps and war plants come increased demands for candy, the makers are scurrying around to make up for a lack of sugar, chocolate, fats, fruits and dairy products.

Among the substitutes which have proved effective, and presumably satisfactory, are breakfast cereals, soybean grits, rice flour, sweet potato starch, roasted barley, wheat flour and seaweed, or "Irish moss." Soybean and peanut oils have replaced coconut oil; and there are imitation flavors of chocolate, cinnamon, lemon, lime and anise. Some of the substitutes are still in the experimental stage; some have proved even better than the original materials, from the standpoint of nutrition, at least, and research is continuing busily.

But one thing for which the manufacturers can find no substitute is sugar —and it takes a lot of sugar to make candy. The best they have been able to do is to stretch out their limited allowance by the use of corn syrup, honey, molasses and other natural sweets. In the meantime the "trade" is bending its efforts to convince the Government that candy is an essential food industry. It is aided in that objective by the military authorities, for candy has been included in the "jungle ration," the "mountain ration," and in other balanced diets for servicemen. About 18 pounds a year is now allowed per serviceman, which is somewhat more than average civilian consumption. Soldiers have been found to crave sweets after they had lost their taste for other foods.

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