

Mayonnaise Manufacturers' Convention

*Fourth Annual Meeting Scheduled for Atlantic City
Promises Instructive and Entertaining Program*



THE Mayonnaise Products Manufacturers Association of America, Incorporated, have announced their Fourth Annual Convention, to be held at Atlantic City, October 28-29-30, 1929. The President, the Secretary and the Convention Committee have arranged a program dealing with subjects of timely interest to all the members and to all others engaged in the mayonnaise or allied industries. Many of the delegates, with their friends, will doubtless take advantage of the opportunity to spend the weekend at Atlantic City, where the weather is most delightful in October.

The various committee meetings are scheduled for times which will not conflict with the general session meetings. The Research Committee will meet on Saturday, October 26, and the Board of Directors will hold its first meeting of the Convention on Sunday evening, October 27.

The general sessions of the Convention will start on schedule, Monday morning, October 28, with President C. P. McCormick (Vice-President of McCormick and Company) presiding. Interesting sessions are scheduled right up to Wednesday, October 30, at noon, when the Convention will adjourn. On Tuesday afternoon, October 29, there will be a Technical Session, for Active Members only. A general Technical Session, perhaps apart from the regular sessions, is also planned.

The program of the Convention, as announced to date, includes the following addresses by authorities on their respective subjects:

"The Future of the Mayonnaise Industry" by Richard Hellman.

"Trade Practices" by Hugh P. Baker, U. S. Dept. of Commerce.

"Selling the Chain Store" by H. H. Lestico.

"Salad Dressings" by Albert K. Epstein.

"Foreign Markets" by Franklin P. Johnson.

"The Increase in Mayonnaise Consumption" by R. S. Hollingshead, U. S. Dept. of Commerce.

"The Behavior of Mayonnaise at Low Temperatures" by Benjamin R. Harris.

"Caps and Closures" by Jules Dommergue.

"Malt Products" by W. M. Brownell.

"Eggs" by Marvin C. Reynolds.

"Pickles" by H. A. McGinnis.

"Spices and Mustards" by C. P. McCormick.

"Oils" by David Wesson.

"Vinegar" by E. P. Kelly.

There will be several other addresses and many important committee reports will be presented. There will also be informal round table discussions where members will be able to exchange ideas, so that each member or visitor who attends the convention can return home feeling that he has been practically benefited by rubbing elbows with the other fellows, and giving, as well as taking, some new thoughts.

The ever-present topic of sales and distribution practices will be discussed fully at the Mayonnaise Manufacturers' Convention. The opinion seems quite general throughout the Association that the practice of giving free goods to jobbers or dealers as a bonus for ordering the commodity, is extremely detrimental and harmful, not only to the trade as a whole, but particularly to the manufacturer who makes such a deal. When a dealer is thus overstocked, the mayonnaise is apt to deteriorate in quality before being sold to the consumer, with the inevitable result that the purchaser will develop an antipathy to that brand of mayonnaise; in fact to all manufactured mayonnaise. Such a prejudice, once established in the consumer's consciousness, is extremely difficult, if not impossible, to remove.

Entertainment Features

MONDAY night at the Convention will be known as "Philadelphia Night," as the Philadelphia Delegation have announced their intention of entertaining all the other delegates in a most interesting manner on that night. All who attend are requested to keep Monday night open for dinner with the Philadelphians.

The Annual Banquet will be held on Tuesday night, October 29. A most interesting time at the banquet, even better than that of last year, is promised. E. E. Finch will be Toastmaster.