

Fourth Annual Mayonnaise Convention

*Enthusiastic Meeting at Atlantic City Devoted to
Study of the Industry's Commercial Problems*

AT THE Fourth Annual Convention of the Mayonnaise Products Manufacturers' Association of America, Inc., held at the Hotel Traymore, Atlantic City, New Jersey, on October 28, 29, 30, the keynote of the members' discussions was "What Price—Volume." Practically all the members present decried various unfortunate practices which have been characteristic in the past of merchandising methods in the sale of mayonnaise and mayonnaise products, such as the giving of free goods, overstocking of retailers and similar artificial means for the stimulation of distribution.

A large and enthusiastic gathering of the industry's leaders were in attendance at the convention, and all present were agreed that, under the able guidance of President McCormick, the meetings achieved real progress toward the Association's goal of mutual progress and co-operation among the members for the general advancement of the industry as a whole. The complete program follows:

Monday Morning, October 28th

8:30-10:00 Registration.

10:00 Call to order by President C. P. McCormick (Vice-President, McCormick & Co.).

Invocation: Dr. H. E. A. Durell, Pastor of the Church of the Ascension.

Welcoming Address: Hon. A. M. Ruffu, Jr., Mayor of Atlantic City.

Response: W. D. Kennedy (El-Food Corporation).

President's Annual Message: C. P. McCormick.

Report of Secretary and Treasurer: Anna Schlorer Smith (Mrs. Schlorer's, Incorporated).

11:15 Appointment of Nominating Committee, and announcement of time and place of the election.

Committee Reports: Publicity, W. R. Collins, Chairman; Advertising, E. J. Bannvart, Chairman; Membership, Frank Honicker, Chairman.

Address: "*The Future of the Mayonnaise Industry*," by Richard Hellmann.

*Monday Afternoon,
October 28th*

2:00 Address, "*Distribution Problems — Present and Future*," by Gorton James, the "The Business Week," a McGraw-Hill publication.

Address, "*New Selling Ideas Are Changing Products, Companies and Industries*," by Raymond Bill, Editor of "Sales Management."

Address, by D. M. Gray, Chairman of our Research and Standards Committee, covering important phases of this Committee's work for the year.

3:30 Ten-minute addresses, with discussion, on market conditions of:

Eggs, M. C. Reynolds (Epstein, Reynolds & Harris).

Vinegar, Wm. B. Klein (Standard Brands, Inc.).

Malt Products, W. M. Brownell (Schreiber Products Corp.).

Pickles, H. A. McGinnis (H. A. McGinnis Company).

4:45 Report of Nominating Committee.

Monday Evening, October 28th

7:15 "Philadelphia Night." Sea food dinner in Submarine Grill, Hotel Traymore, followed by surprise entertainment.

Tuesday Morning, October 29th

9:30 Address, "*How Much has the Consumption of Mayonnaise Increased in the Last Ten Years*," by R. S. Hollingshead, Asst. Chief, Foodstuffs Division, Dept. of Commerce.

Address, "*Selling the Chain Store*," by
(Turn to page 19)



F. A. HONICKER
Exec. Sec., M. P. M. A.

Mayonnaise Convention

(From page 13)

H. H. Lestico, Publisher of "Chain Store Manager," and nationally recognized authority on chain store operation.

Address, "*Nutritive Value of Mayonnaise*," by Dr. E. M. Nelson, Protein and Nutrition Division, Bureau of Chemistry and Soils, Washington, D. C.

Address, "*Better Business Through Better Trade Relations*," by Dr. Hugh P. Baker, Trade Assn. Dept., Chamber of Commerce of U. S.

11:00 Committee Reports: Legislative, B. S. Pearsall; Glass Container, E. H. Farmer; Finance.

Ten-minute addresses, with discussion, on market conditions of: Cottonseed Oil, Dr. David Wesson. Spices and Mustard, C. P. McCormick. Caps, Jules Dommergue. Salt, J. J. LeClare.

12:00 Annual Election of Directors.

Tuesday Afternoon, October 29th

2:15 Executive Session for active members only.

"*Get It Off Your Chest!*" An informal frank open discussion on problems of the industry, trade practices, and a free interchange of thought on policies.

Report of Trade Practice Committee, by Wm. R. McKeldin, Chairman.

Report and recommendations by Research and Standards Committee, D. M. Gray, Chairman.

Tuesday Evening, October 29th

6:45 Annual Banquet, Hotel Traymore, Ernie Finch, Toastmaster. Thurman Miller, of Wilmington, Ohio, newspaper editor, spoke on the subject, "*Sportsmanship*."

Entertainment.

Wednesday Morning, October 30th

9:30 Address, "*Foreign Trade Prospects for 1930*," by Franklin Johnston, of the "American Exporter."

Address, "*The Behavior of Mayonnaise at Low Temperature*," by Benjamin Harris, of Epstein, Reynolds & Harris.

Address, "*The Future of Retail Distribution*," by Ransom R. Gilbert, Grocery Specialist, Department of Commerce. Mr. Gilbert is thoroughly familiar with the Louisville Survey.

Report of Resolutions Committee: Mrs. Anna Schlorer Smith, Chairman, Wm. R. McKeldin, L. R. Bradford, J. Kurnik, Marion C. Harper, M. R. Van Benschoten.

Report of Transportation Counsel, Joseph C. Colquitt, Esq.

12:00 Adjournment.

The officers elected for the coming year are: President, C. P. McCormick, of McCormick and Company, Baltimore, Md., Vice-President, Wade E. Utley, of Capital City Products Company, Columbus, Ohio, Secretary, Mrs. Anna Schlorer Smith, of Mrs. Schlorer's, Inc., Philadelphia, Pa., Treasurer, W. R. McKeldin, of Atmore and Son, Inc., Philadelphia. Franklin A. Honicker, of Philadelphia, continues as Executive Secretary.

Oleomargarine Legislation

FORTY-TWO bills imposing restrictions or levying taxes on dealers in oleomargarine were introduced in state legislatures during the past year. Of these only ten became laws. Five of the bills passed were similar to the so-called "Haugen Bill" before the National Congress, which provides that all compounds offered for sale which simulate butter in appearance shall be designated "oleomargarine." These bills were enacted into laws in the states of Colorado, Kansas, Missouri, Nebraska and Vermont.

The Connecticut law provides for the repeal of that portion of the Public Acts which allowed credit on license fees of manufacturers or dealers in oleomargarine who discontinued such operations before the expiration of a year for which they had paid the license tax, and the Montana measure re-enacted the oleomargarine law and repealed certain other laws. Taxes were levied by the Idaho and Utah laws, in the former a tax of \$200.00 per year on wholesale dealers, \$50.00 per year and \$27.50 per half-year on retail dealers.

In Utah a tax of 5c per pound on uncolored margarine and of 10c per pound on colored margarine, also a license fee of \$5.00 per year, were imposed upon those selling consumers. This measure also provided that all products made in semblance of butter must be labeled "oleomargarine." The Wyoming law prohibits the use of dairy terms in connection with the sale or advertisement of oleomargarine.

A new whaling company has been organized in Sydney, N. S. W., Australia, with an authorized capital of £750,000, of which £415,000 will be offered for subscription, for the purpose of exploiting the whaling resources of the Antarctic and Southern Seas, for the acquisition of a whaling station at Norwegian Bay, Point Cloates, in the northwest of Western Australia, already in operation, and the construction of a shore station on the south coast of New South Wales.