

Mayonnaise Products Fifth Annual Convention

Enthusiastic Meeting of Progressive Manufacturing Group Held at Haddon Hall, Atlantic City

THE Fifth Annual Convention of the Mayonnaise Products Manufacturers Association of America, Incorporated, was held at Haddon Hall, Atlantic City, October 27th and 28th, under the management of Frank Honicker, Executive Secretary of the Association. The Convention was attended by representatives of the leading manufacturers of mayonnaise and allied products of the country and by many associate members, representing the mayonnaise machinery and supply industries.

All sessions of the Convention were held in the Benjamin West Room of Haddon Hall and much appreciation was expressed by those attending of the splendid program of papers and discussions arranged by Secretary Honicker and President C. P. McCormick. The complete program follows:

All sessions will be held in the beautiful Benjamin West Room, 13th floor, Haddon Hall, and on the same floor will be located Committee rooms, executive offices, registration bureau, etc.

Monday, October 27th

8:30-10:00 Registration. 10:00 Call to order by President C. P. McCormick (Vice President, McCormick & Company). Singing—"America." Welcoming Address: Mayor Bacharach of Atlantic City. Response: President's Annual Message: C. P. McCormick. Report of Secretary: Anna Schlorer Smith (Mrs. Schlorer's, Inc.) Report of Executive Manager: Frank Honicker. 11:15 Appointment of Nominating Committee and announcement of time and place of the election. Committee Reports: Publicity, Ellis R. Meaker, Chairman, (Ivanhoe Foods, Inc.) Advertising, E. J. Bannvart, Chairman, (Cecil, Warwick & Cecil). Membership, John T. Ogden, Chairman, ("The Glass Packer"). Address: "The Way Out of Our Business Depression," by James M. Matthews of Babson's. 2:00 Address: "Selling Mayonnaise Through Retail Stores," by Wroe Alderson, Chief Business Specialist of the Merchandising Research Divi-

sion of the Department of Commerce. Address: "A New Outlet for Mayonnaise," by H. Paul Warwick of Cecil, Warwick and Cecil. Address: "The Food and Drugs Act and the Food Manufacturer," by P. B. Dunbar, Assistant Chief of Food and Drug Administration of United States Department of Agriculture. Address: "Where Are We Going"—Production Figures of Mayonnaise Products for the Year 1929, by R. S. Hollingshead, Assistant Chief of Food and Drug Administration of U. S. Department of Agriculture. Report of Standards and Research Committee, Dan M. Gray, Chairman, (Hazel-Atlas Glass Company). 4:15 Report of Nominating Committee.

Tuesday, October 28th

Wade E. Utley, Vice-President, Presiding.

10:00 Address: "Snapshots," by L. J. Schumaker, Vice-President of The Wagon Men's Distributing Association. Address: "An Outsider Looks at the Mayonnaise Industry," by R. W. McFadden, Managing Editor of "The Auto Truck Food Distributor." Address: "Some Interesting Considerations Regarding Rancidity in Mayonnaise,"—a paper by Albert K. Epstein and Benjamin R. Harris (Epstein, Reynolds and Harris). Address: "Reminiscences," by Dr. David Wesson. Address: by Dr. J. M. Widmer (Penick and Ford Sales Company, Inc.) Committee Reports: Transportation, R. J. Miedel, Chairman, (Hazel-Atlas Glass Co.) The report will be submitted by V. L. Garbesi (Hazel-Atlas Glass Co.) Glass Container, H. S. Wade, Chairman, (Owens-Illinois Glass Co.) Legislative, B. S. Pearsall, Chairman, (B. S. Pearsall Butter Co.) Address: "Giving Away Profit," by Laurence V. Burton, Associate Editor of "Food Industries." 12:10 Annual Election of Directors.

2:00 Closed Session for Active Members. Chairman — Anna Schlorer Smith (Mrs. Schlorer's, Inc.) Vice-Chairman — Wm. R. McKeldin (Atmore & Son, Inc.) Theme: "Pulling Together." An informal meeting open to active members.