

Mayonnaise Convention Planned for Atlantic City

*Producers of Salad Dressing Specialties to Hold Fifth
Annual Gathering at Haddon Hall, October 27-29*



FRANK HONICKER, Executive Manager of the Mayonnaise Products Manufacturers Association of America, Incorporated, has issued the formal call for the Fifth Annual Convention of the Association, to be held at Haddon Hall Hotel, Atlantic City, October 27, 28 and 29, 1930.

The Mayonnaise Manufacturers Association in the short term of five years since its organization, has proven itself one of the country's fastest-growing and most progressive trade associations. The aims of the association are best defined by the words "mutual fairness" and "co-operation." Recognizing that their products can be marketed upon their merits, the members of the association, through their Trade Practice Committees, have discouraged the methods of cut-throat competition through selling below actual cost, free deals, rebates and other unfair practices.

The Association has established a Research Fellowship in the Department of Agriculture Laboratories at Washington, for study of ways and means of improving the quality of mayonnaise and related products, reducing losses from freezing, rancidity or other spoilage. The results of the Research Fellow's work will be published and will result in benefit to all manufacturers of mayonnaise, not only those who support the work as members of the Association.

The plans for the Fifth Annual Convention include business sessions on each of the Con-



C. P. McCORMICK

vention's three days, addresses by prominent speakers, and round-table discussions by the members, of conditions in the industry.

In the President's Letter discussing the forthcoming Annual Convention, President C. P. McCormick writes the members as follows:

"The paramount issue before manufacturers of mayonnaise today is 'Is the Industry making money and is every manufacturer prospering from conditions as they are?' We feel that there are very few, if any, mayonnaise manufacturers that are making a justified profit today. There is only one way to be assured of such profits, and that is, to pack 'quality' merchandise of the highest type and merchandise it properly. This is a job today in the day of cheap price goods, free deals, cut prices and 'what-not.' We notice however that certain brands are gradually winning in many markets. In almost every case, we find that the cheapest price merchandise seems to be losing more than it is gaining. It's a 'funny' thing, too, when a man puts a cheap price on himself and his merchandise, people think of him as a cheap man, marketing a cheap product, and his business slips because of this lack of respect and lack of faith in his merchandise. It sells easiest at first but it is hard to keep sold."

All manufacturers of mayonnaise and allied products, whether members of the Association or not, will be welcomed at the Fifth Annual Convention at Atlantic City. The Officers of the Association are: President, Chas. P. McCormick; Vice-President, Wade E. Utley; Secretary, Anna Schlorer Smith; Treasurer, Wm. R. McKeldin. The Executive Manager is Frank Honicker and the Permanent Executive Offices are at 1500 Walnut Street, Philadelphia.