

MUSHROOM NEWS

OFFICIAL PUBLICATION OF AMERICAN MUSHROOM INSTITUTE

Volume 5—Number 8

KENNETT SQUARE, PENNSYLVANIA

August, 1959

140 Attend 4th Short Course

New Research Center Seen; Barbecue Held



Walter W. Maule, of West Grove, Pa., center, was named "Mr. Mushroom of 1959" during the annual banquet of the American Mushroom Institute at the Pennsylvania State University. Here Mr. Maule receives a golden mushroom trophy from Edward L. Sumner (right), of Oxford, Pa., president of the American Mushroom Institute. Mrs. Maule is at left. Now retired, Mr. Maule was for many years the secretary and general manager of the Mushroom Growers Cooperative Association, Kennett Square.

AMI Honors Walter W. Maule

Walter W. Maule, retired general manager and secretary of the Mushroom Growers Cooperative Association, Kennett Square, received the American Mushroom Institute's annual award for his outstanding contribution to the mushroom industry.

The presentation was made during the banquet at the Fourth Mushroom Industry Short Course at The Pennsylvania State University.

In accepting the award, Mr. Maule gave this talk:

"President Ed, members of the American Mushroom Institute and my friends in the mushroom industry, I am happy and honored in being chosen for the award

you have just conferred. I can only accept it upon the condition that I am given the privilege of conferring half of it upon Mrs. Maule for her many years of encouragement, understanding and appreciation of my efforts in behalf of the American Mushroom Industry."

"To me the many years spent in serving the industry gave me associations with men in public life such as only a few are privileged to experience. The first trip to Washington in behalf of the mushroom industry was late in 1928 in company with the late Frank P. Willits, whose son, Paul, was for several years president of Mushroom Growers Coopera-

tive Association. 'Daddy' Willits, as he was affectionately known to hundreds, had earlier served as Pennsylvania's Secretary of Agriculture and for many years before and afterward was a leader in State and National Farm Organizations. Our mission was to request the Appropriations Committee of the U.S. House of Representatives to provide adequate funds for the mushroom research project, then in its infancy, in a small laboratory on the top floor of the Department of Agriculture Administration Building. Our request was granted. Many times since it has been necessary to ask House and Senate Committees to

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One hundred and forty growers, packers, canners, and suppliers attended the 4th annual Mushroom Industry Short Course at The Pennsylvania State University, June 22 to 25. In addition to Pennsylvania, 16 states and England and Canada were represented at the short course.

All phases of mushroom production and merchandising were discussed. Lectures included University staff members, two speakers from the University of Delaware, commercial representatives, the firm handling the AMI promotional program, and the secretary of the Mushroom Canners' League. Mushroom suppliers assisted in a display of their products.

One of the outstanding features of the program was the inspection of the new Mushroom Research Center at the University. The individuals who helped in the planning, construction, and equipment installation were on hand to describe the various features of the facility. Much credit is due the members of the AMI and of the Mushroom Canners' League for their assistance in making the Mushroom Research Center possible and furnishing much of the equipment for it.

Lamb shish-ka-bobs were a tasty feature of the barbecue. Almost 100 per cent of those enrolled in the course attended the barbecue and the banquet.

The Fifth Annual Mushroom Industry Short Course dates have been set for June 20 to 22, 1960. As usual, material will be described in the April issue of the Mushroom News.

THE MUSHROOM NEWS

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"The Institute must do for the grower what the grower cannot do for himself."

Keeping Posted

WALTER L. GMUER
Executive Director

The Fourth Annual Mushroom Industry Short Course at The Pennsylvania State University gave many mushroom growers another opportunity to learn more about this very exacting business of growing cultivated mushrooms. The Mushroom Short Course lasting three and one-half days (June 22-25) consisted daily of highly interesting lectures with an hourly schedule beginning mornings at 8:30 and continuing until 4:30 each afternoon. It was certainly a pleasure to see mushroom growers of all ages—from every part of our country and Canada attending these lectures with so much enthusiasm for more knowledge about growing mushrooms. And no one played "hooky" which was their way of expressing appreciation to the professors and other professional lecturers, all of whom contributed so unselfishly of their time and skills to enlighten the groups on various topics. The members of the American Mushroom Institute express heartiest thanks to all our good friends for their very important part in making this Fourth Mushroom Industry Short Course another successful one.

The Mushroom Short Course opened on Monday morning with the welcoming address of our new president, Mr. Edward L. Sumner, and following is the text of Mr. Sumner's talk to you:

"As president of the American Mushroom Institute, I have the honor of welcoming you to this great University. I am sure all of you join with me in extending an expression of deep gratitude to Dean Jackson, Dr. Kneebone, Dr. Snyder and members of their staff for the work and time spent to give us the opportunity to learn more about this important

business of growing mushrooms. We are very grateful for the good chance of getting more education so essential to our progress. We also thank the staff of the University of Delaware for their work for us in marketing research. Our organization is now in its 5th year with nearly 650 members and continues to grow stronger. All of us here this year will see with our own eyes a great accomplishment of the American Mushroom Institute. I am speaking of course of the newly completed Mushroom Research Center, which we shall visit during this Short Course and we must never forget that without our fine organization, the most modern Mushroom Research Center in the world would not exist today. The members can all be very proud of this achievement. In this connection I would like to thank all who have contributed so generously to the Equipment Fund and at the same time remind those who have not mailed their checks, that additional funds are needed. I need not mention the other important purpose of the American Mushroom Institute which is Promotion as you will hear a report in detail by members of our public relations agency, Knox, Kornfeld and Smith of New York City, during the Short Course sessions. Let us all enjoy our four days of learning on this beautiful campus and take full advantage of the opportunities presented to us, and I am sure all of us feel it is a privilege to be a member of this Fourth Annual Mushroom Industry Short Course."

People are unfair to a good appetite. They try to kill it several times a day.

Editorial

Bigger Job Facing Institute

After years of preaching on the subject, we realize that no words or effort on our part will slow down the huge expansion that goes on summer after summer. We understand that 30 doubles are under construction in the Temple area and 150 in the Kennett Square area.

Expansion is not a crime. Every grower with an ounce of initiative will add houses from time to time. No one has the right to say he shouldn't although—for the sake of the total industry—we have appealed to the growers to "go easy" with their expansion plans.

It's perfectly clear that the growers aren't "going easy." On top of the already-high production will be added the crops from several hundred more doubles. It's a staggering thought.

As more and more mushroom houses dot the landscape, the job of the American Mushroom Institute becomes bigger and bigger. Those mushrooms will have to be moved, and the only way to do it is with an effective promotion campaign. There is no fairy godmother waiting to take these mushrooms off our hands.

It is the AMI's responsibility to do all in its power to create a bigger demand for mushrooms. It is the responsibility of the growers to do all in their power to support the AMI's efforts.

Only by working together can we avoid what could easily be a disastrous year for the industry.

Editor's Notebook On MUSHROOM MARKETING

The road to success for marketing cooperatives was summed up very nicely the other day by a producer who said: "Coming together is the beginning. Keeping together is progress. Actually working together, that is success!"

Why do good products sometimes fail? Printer's Ink magazine this week gives the most likely answer in a special editorial. It was told through this example: "One of the most striking wine advertisements I have ever seen appeared recently in a major newspaper. It was in two colors, beautifully conceived and executed. Everything about the ad said 'This is something new and different. You ought to try it.' Trying it was made easy for the consumer by offering a new sample size bottle for only 32 cents. A second ad appeared, as colorful and startling as the first. Judged by every standard of advertising effectiveness, these ads suggest a big success for the wine. However, it is a horrifying failure. Why?"

"Because the advertiser's thinking and activity stopped with the advertising. All but two of 31 retailers, representing a good cross-section of the market, said

they had been profoundly impressed by the advertising, and people came into their stores to ask for the wine. Only five of them stocked the brand in the standard size. None had the advertised sample size. Not a single retailer had been told there would be a sample size, let alone an advertising campaign. Not only was the advertisement investment wasted, it created resentment that may take years to overcome. The five dealers who had the regular size were furious because they had not been informed of what was coming: three said they were discontinuing the product. Advertising (and promotion) are only one link in the chain of marketing—an all-important link, too. But it can be the weakest unless the other links are as strong, and are timed to do their part of the complete marketing job."

It came as quite a surprise to one mushroom grower the other day when he was told that the University of Delaware marketing specialists would gladly help him with his packaging problem. Educational, advisory and research services all three are

(Continued on Page 15)

Grant OK'd For Compost Study

An allocation to support further research studies for the improvement of artificial composts for mushroom growing is included in a U.S. Department of Agriculture bill passed by Congress. The research will be conducted in the USDA's Beltsville, Md., research center.

The appropriation — asked by the American Mushroom Institute — was procured through the efforts of Walter W. Maule, retired general manager of the Mushroom Growers Cooperative Association who met with USDA officials and appeared before a Congressional sub-committee.

Of added interest is the fact that testimony given before the sub-committee was used by "Mechanical and Engineering News" in its June issue. A column, "News-scripts," carried this article under a heading, "A Horse, A Horse . . .":

"Some out-of-the-way information on the mushroom business came out recently in hearings before a subcommittee of the House Committee on Appropriations. Chief revelation: Mushroom growers, like Richard III, put a high value on the vanishing horse.

"Horses, for years, were the main source of the mushroom grower's compost, which is one of his three major costs; the other two are labor and buildings (mushrooms are all grown indoors). With little else than riding academies to fall back on any more, mushroom growers have had to turn increasingly to synthetic compost made variously from grasses, foddors, corn cobs, and related agricultural by-products.

"Synthetic compost is reported to be 'quite satisfactory,' but it needs a lot of work. Which is why the subject came before the subcommittee in the first place. A spokesman for the growers

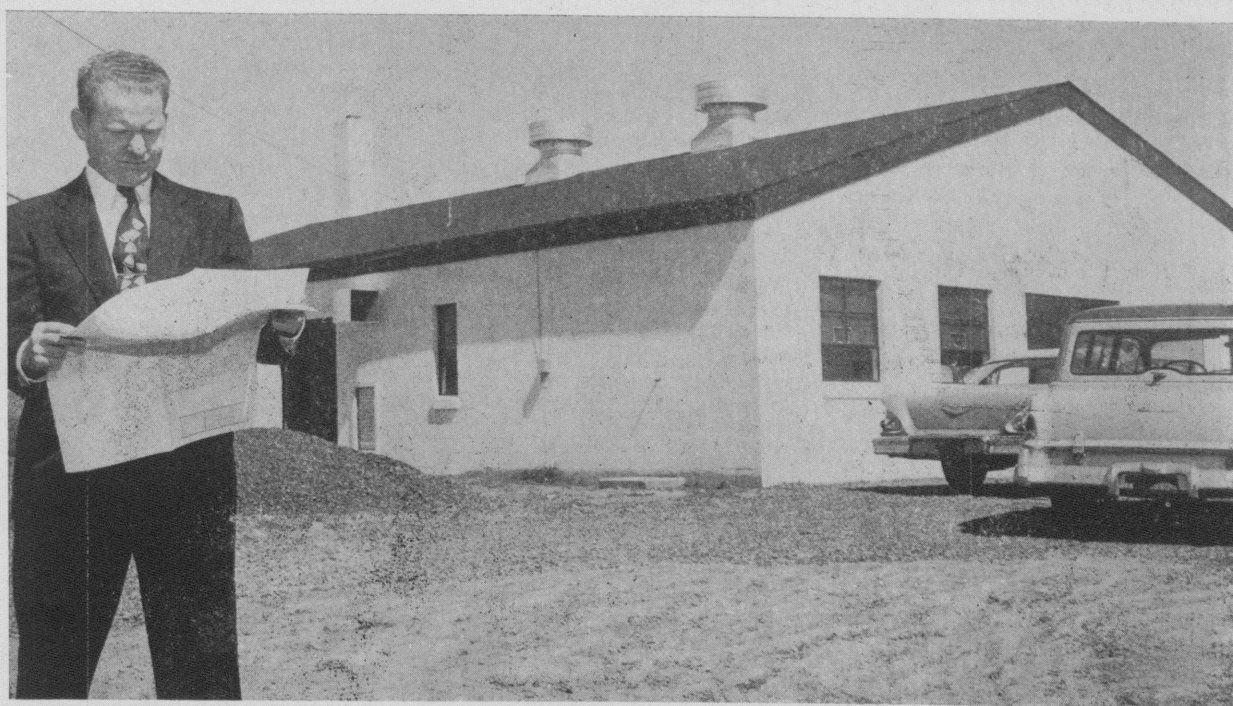
wants the U.S. Department of Agriculture's 1960 appropriation to include \$10,000 to be spent on compost research at USDA's research center at Beltsville, Md.

"Such work, if successful, would help use up some agricultural byproducts, the mushroom man says. Mushroom growers,

he estimate, would fall on an improved synthetic compost to the tune of not less than 350,000 tons a year.

"In the course of the discussion, it turned out that American farmers raise about 75 million pounds of mushrooms a year, with a total value at the farm of about \$25

million. Most, if not all, of this crop is produced by members of the American Mushroom Institute—651 mushroom growers in 21 states. The mushroom capital of the U.S. is Chester County, Pa., which raises more than 50% of the mushrooms grown in this country."



Mushroom short course trainees at Pennsylvania State University were the first group to use the new \$63,000 mushroom research center on the campus. The building now awaits laboratory equipment. Looking over blueprints is Dr. Leon R. Kneebone, director of mushroom research at Penn State.



Examining a growing room in Penn State's new mushroom research center are growers from Pennsylvania and Ohio attending the short course. From the left are Thomas E. Davis of Ashtabula, Ohio; Fiorindo J. Mastarone and Germinal J. Mastarone of Leechburg, Pa.

Recipe Folders Available at Cost

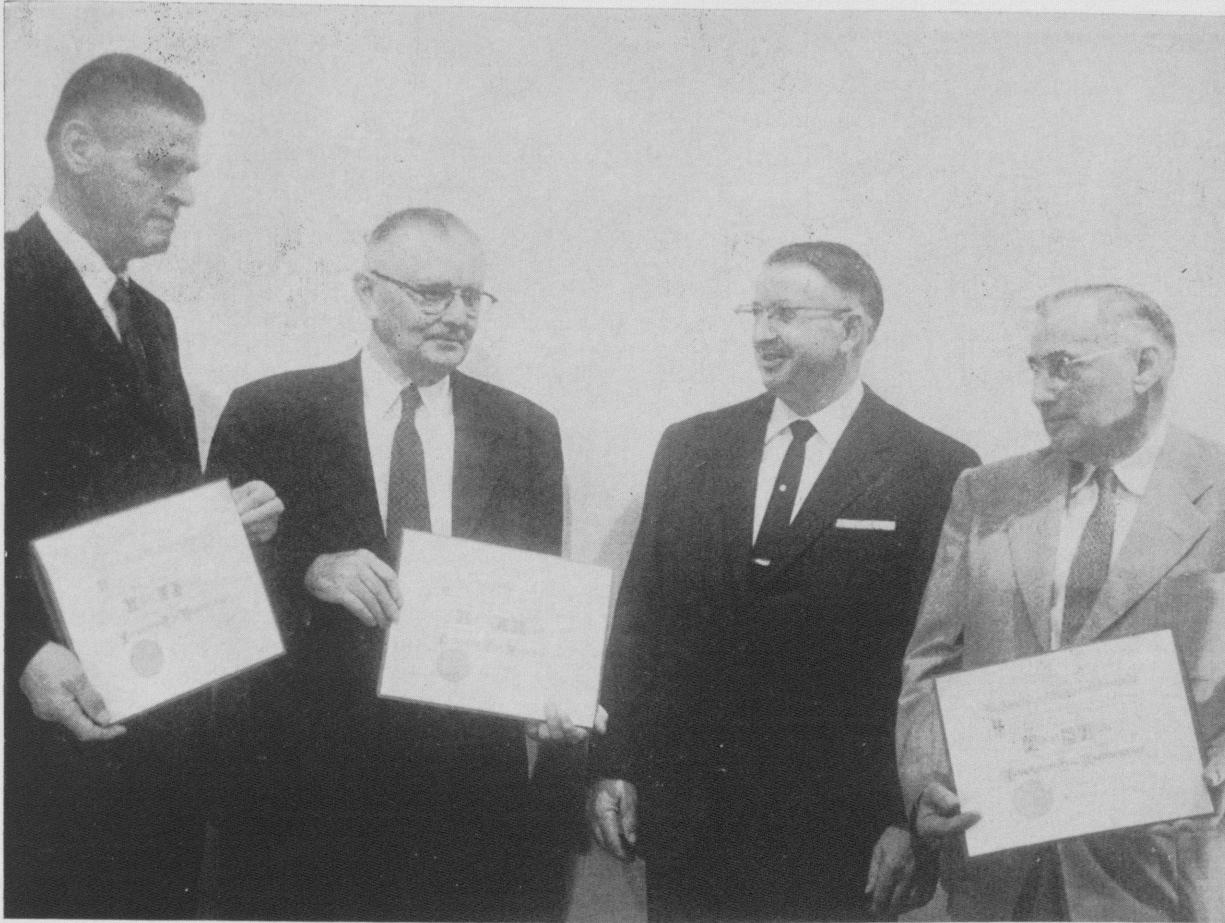
Recipe folders are available to growers and packers at cost from the American Mushroom Institute. The folders will be folded once (they can be folded to fit any size container) and will have the name of the grower or packer printed on them.

The cost for 1,000 is \$6.80. Additional folders, up to 10,000, cost \$5.30 per 1,000. For 10,000 and more, the cost is \$5.05 per 1,000. Postage is extra.

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Utica, Michigan
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35405 Ryan Road
Warren, Michigan
- Angelucci, Dominic A.**
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Gainesville, Florida
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Frankfort, Illinois
- Bogdan, Ted C.**
194 Oakview Drive
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- Broomall, Charles O.**
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- Davis, Thomas E.**
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Chatham, Pa.
- Ebbecke, Hubert**
Toughkenamon, Pa.
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Oak Lawn, Illinois
- Fairchild, Thomas A., Jr.**
7935 S. McVicker Ave.
Oak Lawn, Illinois
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- Fleetwood, Norman**
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Concordville, Pa.
- Foster, Arthur D., Jr.**
RFD
Glyndon, Maryland
- Frezza, Emidio, Jr.**
Toughkenamon, Pa.
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- Hartsock, John H.**
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Wynnewood, Pa.
- Jackson, Milton C., Jr.**
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Toughkenamon, Pa.
- Kleppinger, Elmer**
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RFD 3
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Avondale, Pa.
- Marzetti, Alex**
2425 W. Utica Road
Utica, Michigan
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Embreeville, Pa.
- Mastarone, Fiorindo J.**
RD 2
Leechburg, Pa.
- Mastarone, Germinal J.**
RD 2, Box 156
Leechburg, Pa.
- Mastarone, Idale**
RD 2, Box 193
Leechburg, Pa.
- Mastarone, Mrs. Rose**
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Leechburg, Pa.
- Mazzetti, Eugene**
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- Meli, Daniel**
2504 E. Big Beaver Road
Troy, Michigan
- Meli, Eugene G.**
2570 E. Big Beaver Road
Troy, Michigan
- Meli, Primo**
2504 E. Big Beaver Road
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- Merek, E. L.**
Union & Adams Sts.
West Chester, Pa.
- Michaels, Joseph M.**
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- Moats, Ralph**
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Owing Mills, Maryland
- Ostrem, Rex**
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Ventura, California
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Box 88, RFD 3
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- Pennell, E. L.**
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- Pora, Nicholas**
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- Potter, Howard S.**
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- Reed, Eric R.**
RD 3
Milton, Ont., Canada
- Reich, Robert R.**
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Kansas City 29, Missouri
- Reich, Steve F.**
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Kansas City 29, Missouri
- Roberts, Harry M.**
18 Price
West Chester, Pa.
- Sangalli, Gene**
4449 Dixie Highway
Louisville, Kentucky
- Sangalli, John, Jr.**
RR 2, Box 69A
Anchorage, Kentucky
- Santucci, Vincent**
Avondale, Pa.
- Shaw, James W.**
RD 1
Kennett Square, Pa.
- Slonina, Mitchell**
403 Dempster St.
Mt. Prospect, Illinois
- Stare, George**
430 North River St.
Aurora, Illinois
- Strode, Edward A.**
North Pennsylvania Ave.
Avondale, Pa.
- Sumner, Edward L.**
RD 1, Box 86
Oxford, Pa.
- Swayne, John B., Jr.**
Kennett Square, Pa.
- Swayne, Laurence B.**
234 Garfield St.
Kennett Square, Pa.
- Tameling, Nick**
23 W. 636 St. Charles Rd.
Wheaton, Illinois
- Thude, Ludvig**
5115 Wabansia Ave.
Chicago 39, Illinois
- Thude, Raymond E.**
600 Larkdale Lane
Mt. Prospect, Illinois
- Tiedeman, Donald**
7833 27th Ave.
Kenosha, Wisconsin
- Tura, Duane C.**
1492 Isabell St.
Golden, Colorado
- Vincenti, Domenic**
Kennett Square, Pa.
- Vitali, Battista**
45900 Dequindre Street
Rochester, Michigan
- Vitali, Raymond J.**
5160 Howe Street
Utica, Michigan
- Waldron, Raymond A.**
314 W. Union Street
West Chester, Pa.
- Wallman, Robert J.**
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Indianapolis 27, Indiana
- Wallman, Robert J., Jr.**
1611 S. County Line Road
Indianapolis 27, Indiana
- Wallman, Thomas C.**
1611 S. County Line Road
Indianapolis 27, Indiana
- West, Howard R.**
4949 East State Street
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Russellton, Pa.



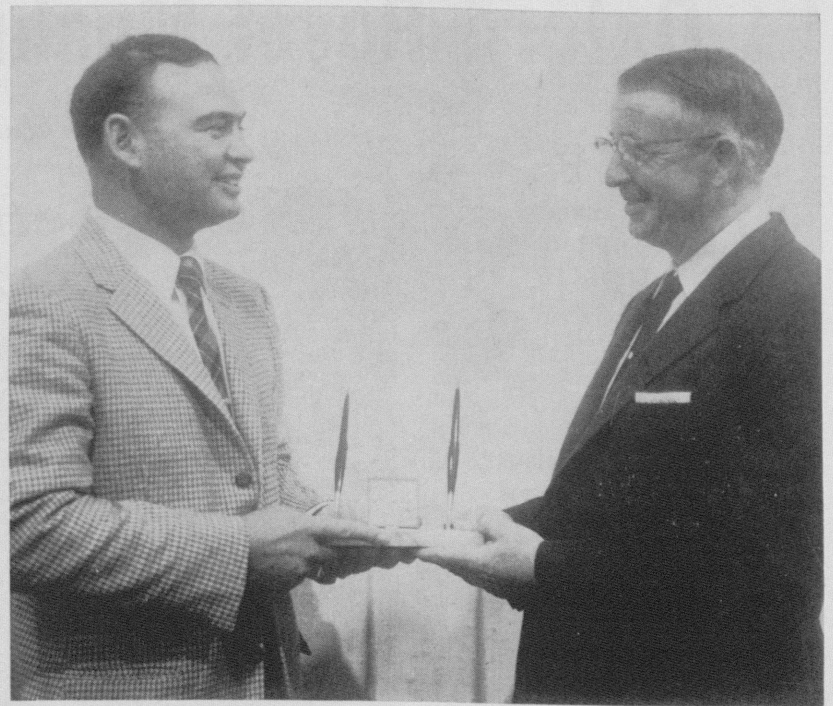
Scrolls were presented to the Institute's three honorary life members at the short course. From the left are Walter L. Gmuer, executive director of the Institute; Walter W. Maule, retired secretary and general manager of the Mushroom Growers Cooperative Association, Kennett Square; Edward L. Sumner, current president of the AMI, who made the presentation; and Dr. Albert Allen, who was with the DuPont Company until his retirement last year.



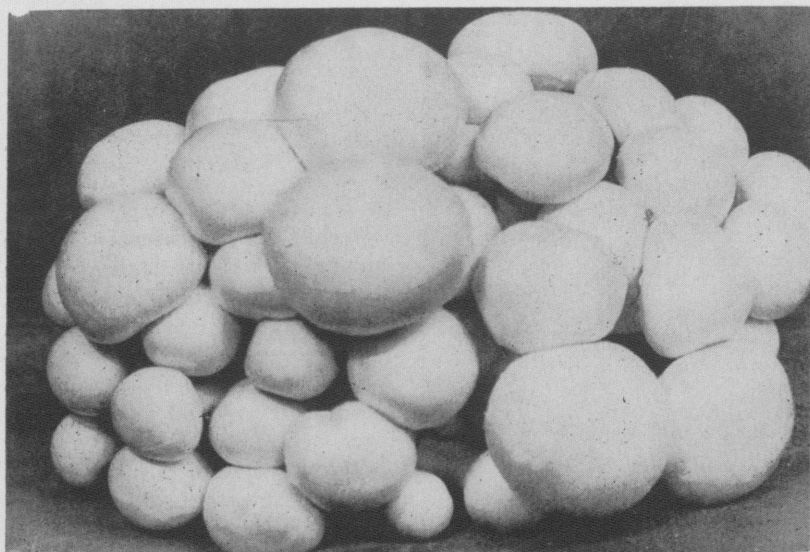
Jack Grey, secretary of the Mushroom Cannery League, delivers talk at the short course.



This speaker is Tom White, of Knox, Kornfeld and Smith, the Institute's promotion agency.



Vincent Santucci (left), of Avondale, Pa., 1958 president of the American Mushroom Institute, receives a pen and pencil desk set citation from current AMI President Edward L. Sumner, of Oxford, Pa. The award ceremony took place during the short course.

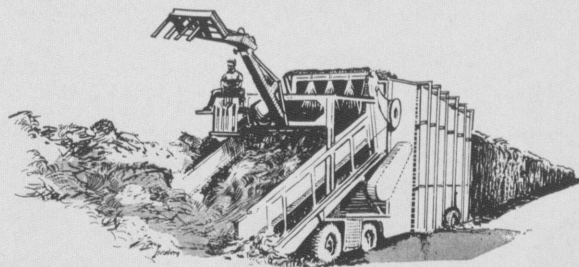


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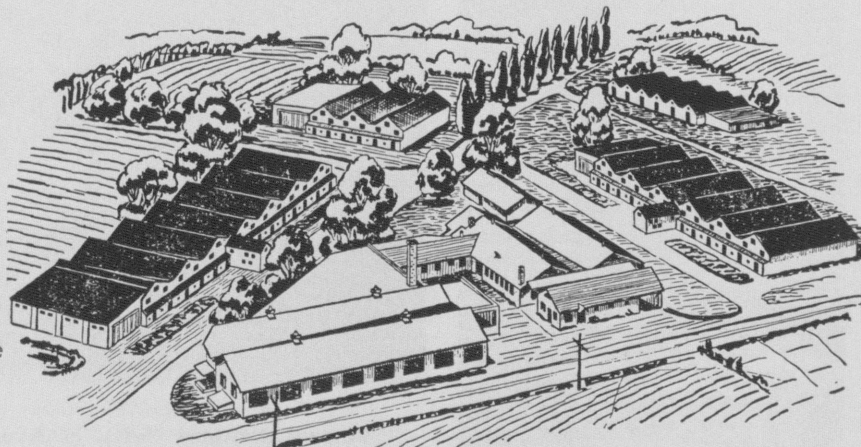
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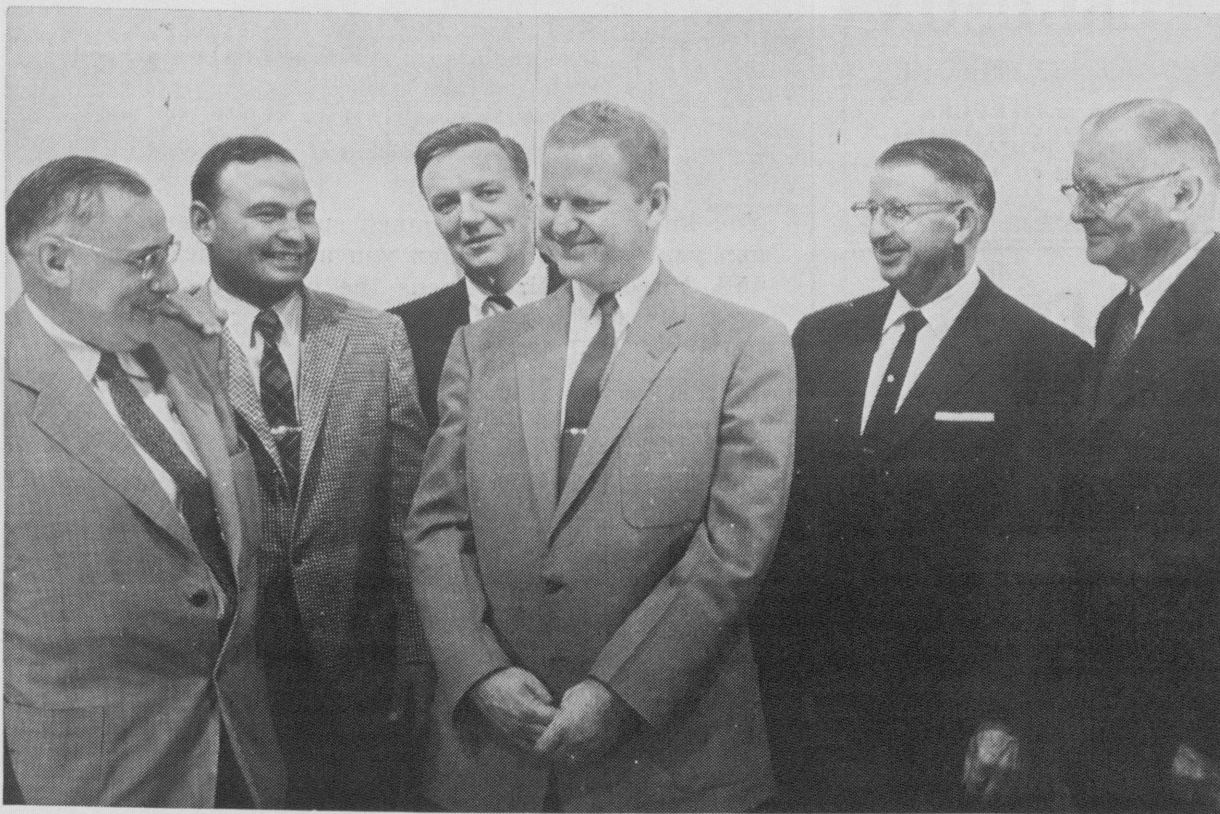
“Oxford Royal Brand”



Dr. Fred C. Snyder, Agricultural Short Course director, and Mrs. Carole Ripka, secretary, register delegates for the 4th Mushroom Industry Short Course at the University. Signing up are (left to right): Mr. and Mrs. Nick Tameling of Wheaton, Ill., Robert J. Crowell of Catskill, N. Y., and Germinal J. Mastarone of Leechburg, Pa.



Dr. C. O. Williams, assistant to president for Special Services at Penn State.



In this group at short course are (from the left) Dr. Albert Allen, an honorary life member of the AMI; Vincent Santucci, a past president; Tom White, of Knox, Kornfeld and Smith; Dr. Leon R. Kneebone, director of the Short Course; Edward L. Sumner, president of the AMI, and Walter W. Maule, honorary life member and recipient of the AMI's mushroom industry award.



Dr. A. C. Richer, professor of Soil Technology at Penn State.

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You Will Continue to Buy It**

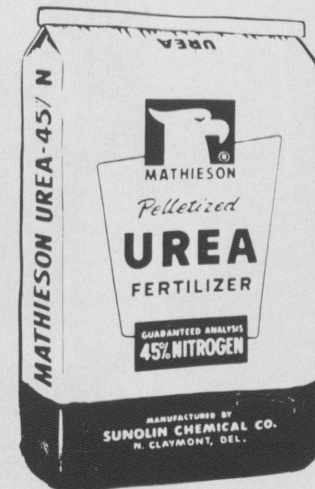
REPRESENTATIVES
LOUIS MARSON — Kennett Square, Pa.
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ALBERT MORAN — Oxford Area
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Use Mathieson Urea

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As Your
Nitrogen Supplement
In
Mushroom Composts



The recommended use of Urea in Mushroom Compost is very simple. Horse manure averages 1.0% Nitrogen air-dry weight. Corn cobs, straw and hay for "Synthetic" Compost averages 0.5% Nitrogen. The best (optimum) nitrogen content for composting is 1.5% air-dry weight. Accordingly, to bring compost materials to 1.5% Nitrogen at the start:

1. Add 22 lbs. Mathieson Urea per ton of horse manure, dry weight basis.
2. Add 45 lbs. Mathieson Urea per ton of "Synthetic" Compost materials, dry weight basis.

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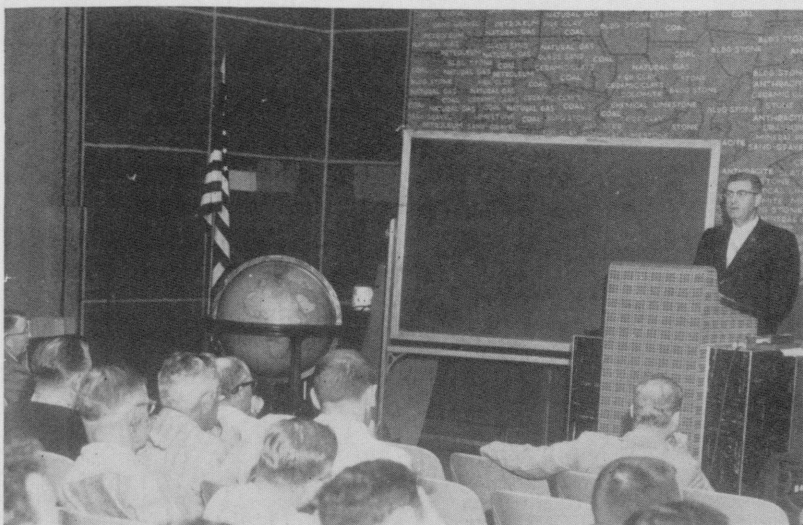




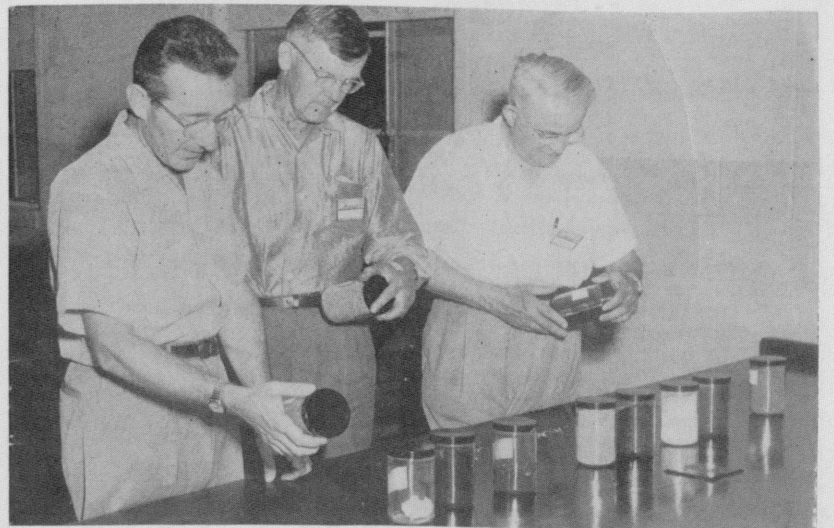
Short course students in the new research center, the laboratory and in the classroom.



Talking things over in the new Mushroom Research Center are (from the left): Henry E. Knaust, of Waterloo RD 3, Iowa; C. E. Andiorio, technical representative of Barber-Coleman, makers of electronic control systems; and Charles O. Broomall, of Virginia, Minn.



The speaker is Dr. Russell B. Dickerson, associate dean and director of Resident Education in Penn State's College of Agriculture.



From the left are Dr. S. S. Block, researcher at the University of Florida; Charles C. Brosius, of West Grove, Pa.; and Elmer Klepinger, commercial representative from Wilmington, Del.

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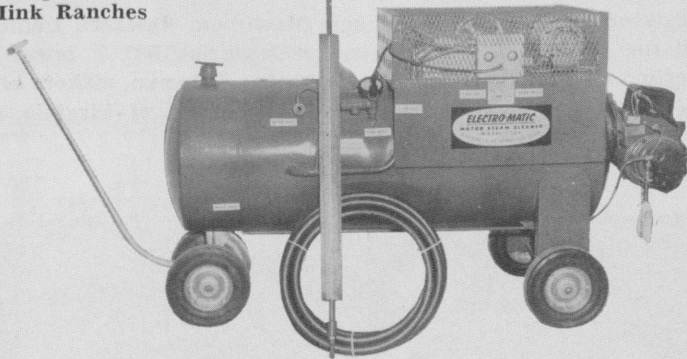
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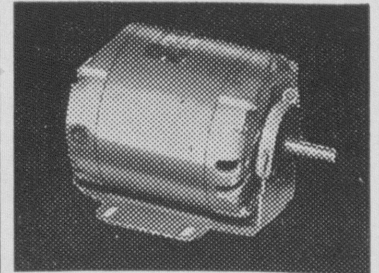
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Census Bureau Plans Survey

The first complete survey of the mushroom industry in Pennsylvania (and possibly the country) will be undertaken by the U.S. Bureau of Census, the Board of Directors of the American Mushroom Institute was informed at its meeting July 13.

In cooperation with this effort, the board voted to provide a list of the names of Pennsylvania growers. This will be sent to Dewey O. Boster, Pennsylvania Crop Reporting Service in Harrisburg.

The AMI has been seeking such a survey for some time.

Edward Sumner, Herman Ferraro, Evan Sharpless, Jr., and Philip Madonna were appointed to represent the Institute on the AMI-MCL (Mushroom Canners' League) committee which will try to bring about closer cooperation between the two groups in their mushroom promotion campaigns.

The board accepted a new member, W. F. Lehmann Company, 302 Cherokee Avenue, St. Paul 7, Minn.

Tom White, of Knox, Kornfeld and Smith, showed the board sample illustrations of the new types of folders that could be used for the AMI's new recipe folder.

The board voted that the grant to the University of Delaware (\$5,000) be continued another year.

By-Law Change OK'd by Members

A change in the by-laws, approved at a special meeting of the membership at the Mushroom Industry Short Course at The Pennsylvania State University, provides that a member of the Board of Directors of the American Mushroom Institute — after serving three years — can not be renominated for two years.

The amendment reads this way: "BOARD OF DIRECTORS. Any voting member of the Institute shall be eligible to election to the Board of Directors, provided such member of the Institute shall not have been a member of the Board of Directors of the American Mushroom Institute for two (2) consecutive years, prior to his nomination. No member of the Board of Directors shall succeed himself, nor be nominated, until two (2) consecutive years have elapsed since the expiration of his last term of service as a member of the Board of Directors."

It goes into effect in 1960.

AMI Honors Walter W. Maule

(Continued from Page 1)

provide adequately for our research project. The latest was an appearance a few weeks ago—and I am happy to tell you the Congress has seen fit to act favorably on our request for funds to pursue research on utilization of agricultural surplus and by-products to lower the costs of production. In my recent appearance before the Appropriations Committee I reminded them that of the present Congressional membership of 534 only 10 present members were in congress when I first was before them in 1928.

"In conferring the honor as you have so generously done, I am mindful of many others to whom recognition is due. Some are names connected with early research on mushrooms — so far back that many of you have never heard of their contribution to the progress of the business you are engaged in. So that you may have greater appreciation of that which has gone before and

in your behalf, and in some cases in behalf the human race, I want to tell you, and make a permanent recording for others, of men with whom I have labored or have known in a lifetime spent in the industry.

"Dr. Benjamin F. Duggar, who discovered the spore culture method of mushroom spawn making. Dr. Duggar, for a period, was associated in spawn making with William Sharpless of Toughkenamon. Following his retirement as a University researcher and when past 80 he developed the life saving anti-biotic Aureomycin.

"Dr. Selman A. Waksman, who at Rutgers conducted intensive research on compost analysis for the mushroom industry, is known the world over for his discovery of Streptomycin.

"Dr. E. B. Lambert, United States Department of Agriculture, years ago discovered controls for "bubbles" — scientifically known as mycogone. During World War II, Dr. Lambert, in conjunction

with the late L. F. Lambert produced penicillin.

"Dr. Raymond Rettew, and his associates at West Chester, gave up spawn making at the start of World War II and became one of the important penicillin producers.

"Dr. James W. Sinden, on this campus, in buildings given the college by the Mushroom Growers Cooperative Association, developed and patented the now generally used grain spawn. It was Dr. Sinden, who developed the synthetic compost formula which has extended the supply of available manures and permitted the industry to expand.

"Aubrey Thomas, has almost alone carried on the battle against insects affecting mushrooms. His vast contributions deserve greater recognitions than has been accorded him. In addition to his insect control work Aubrey and the late George H. Mitchell, collaborated in an intensive study of Nematodes (eelworms) in the

(Continued on Page 15)

MARKET REPORT

(Prices quoted from daily reports of U.S. Dept. of Agriculture)

(Prices quoted from daily reports of U.S. Dept. of Agriculture) June 1959

Date	Fair Quality	Special	Few Best		Daily	Daily	Daily	Total
					Ships. from Pa. to Phila.	Ships. from Pa. to N.Y.	Ships. from N.Y.C. State to N.Y.C.	
1	\$.50-1.00	\$1.25-\$1.50	\$1.50-\$1.75	Weaker	1,332	8,991	999	11,322
2	.75- 1.00	1.25- 1.50	1.50- 1.75	Sl. Weaker	1,332	4,995	—	6,327
3	.75- 1.00	1.25- 1.60	1.60- 1.75	About Steady	1,332	6,660	666	8,658
4	.75- 1.15	1.25- 1.50	1.60- 1.75	Barely Steady	1,665	—	—	1,665
5	.75- 1.00	1.25- 1.50	1.50- 1.75	Barely Steady	1,665	11,655	1,998	15,318
8	.75- 1.00	1.25- 1.50	1.50- 1.75	About Steady	1,665	6,993	999	9,657
9	1.00- 1.15	1.25- 1.50	— - —	Sl. Weaker	999	5,328	1,332	7,659
10	.75- 1.00	1.25- 1.50	— - —	Dull	999	5,328	999	7,326
11	.75- 1.00	1.25- 1.50	1.65- 1.75	Sl. Stronger	1,332	5,661	999	7,992
12	.75- 1.00	1.25- 1.50	1.50- 1.75	About Steady	1,332	7,659	1,665	10,656
15	.65- 1.25	1.40- 1.50	1.65- 1.75	Sl. Stronger	1,665	6,327	666	8,658
16	.75- 1.00	1.25- 1.50	1.50- 1.75	Barely Steady	1,665	2,997	—	4,662
17	1.00- 1.25	1.50- 1.75	2.00- 2.25	Stronger—	—	—	—	—
				Supplies Light	999	3,330	999	5,328
18	1.00- 1.25	1.50- 1.75	2.00- 2.25	About Steady	1,665	2,664	999	5,328
19	1.00- 1.25	1.50- 1.75	2.00- 2.25	Barely Steady	666	3,996	999	5,661
22	.75- 1.25	1.50- 1.75	1.75- 2.00	Sl. Weaker	1,665	8,658	2,997	13,320
23	.75- 1.25	1.50- 1.75	— - —	Sl. Weaker	1,332	4,662	666	6,660
24	.75- 1.00	1.25- 1.50	1.50- 1.75	Sl. Weaker	1,332	4,995	999	7,326
25	1.00- 1.15	1.50- 1.75	— - —	About Steady	1,332	—	—	1,332
26	.75- 1.00	1.50- 1.75	— - —	About Steady	1,665	4,329	2,664	8,658
29	1.00- 1.25	1.50- 1.75	— - —	Sl. Weaker	999	4,329	1,998	7,326
30	.75- 1.00	1.25- 1.50	— - —	Weaker	666	2,331	999	3,996
	\$17.65-24.00	\$29.65-35.10	\$24.75-28.00		29,304	111,888	23,643	164,835

Average Market Price for June 1959

\$.80-\$1.09 \$1.34-\$1.59 \$1.65-\$1.86

Average Market Price for June 1958

\$.97-\$1.25 \$1.55-\$1.74

Average Market Price for June 1957

\$1.25-\$1.53 \$1.78-\$2.13

Average Market Price for June 1956

\$1.27-\$1.50 \$1.68-\$2.06

Average Market Price for June 1955

.80-\$1.17 \$1.34-\$1.73

Average Market Price for June 1954

\$.79-\$1.14 \$1.34-\$1.59

Average Market Price for New York for June 1959

\$.96-\$1.26 \$1.49-\$1.67 \$1.72-\$1.87

Shipments for June 1958

New York 228,772
Philadelphia 28,638

257,410



Virginia Wren on Radio Station WLAD in Danbury, Connecticut is a household word in Fairfield County. She invited our Susan Adams (right) to come in and tell her audience all about Mushrooms, then helped Susan urge all homemakers to send for the leaflets. About 20 minutes were filled with interesting doings of mushroom trips and about the history of mushrooms. Then recipes were given and how-to-manage them.



Mildred Alexander on Channel 3 WTAR-TV in Norfolk, Virginia, is hostess to Susan Adams (right) and the American Mushroom Institute. On both the TV and radio programs Susan prepared mushroom salad and chicken and mushrooms. This is an old established show with a big rating. Homemakers buy Millie's products.

Susan Adams On Radio, TV

By Susan Adams

I was guest on Mildred Alexander's Showtime program on radio station WTAR, Norfolk, Va., Friday morning, June 5. This is a very long established—and popular with women—show. She gave me more than half of her time and did a well-rounded interview on the subject of mushrooms.

She asked thoughtful questions about growing, selecting, washing, preparing and serving mushrooms. She asked me for my favorite recipes, and I gave the raw mushroom salad with hard cooked eggs. Then I gave the chicken tarragon with mushrooms recipe for their weekend menus. I stressed careful washing, no peeling and little cooking. I offered the leaflet and so did she.

Tidewater Mushroom company supplied us with excellent mushrooms. I told about meeting Mr. Jones, the manager, and that he

had told me to invite all listeners out to see his plant. I urged them to go, and, Mildred promised that she would go very soon also, as this was among the sights she had never seen.

On Mildred Alexander's TV Show, Showtime, at 1 p.m., I had all the time (except for two commercials) and did a very complete demonstration. The kitchen background was right and the camera work excellent on this show.

I showed the finished skillet filled with chicken and mushrooms and stressed the brief cooking of our delicately flavored mushrooms to give just the right blend of flavors with chicken.

Next I made the raw mushroom salad and served it. This was a very nice demonstration. We each offered the leaflet, invited viewers out to see mushrooms growing at the Tidewater Mushroom Company's plant and had a nice show.

Fred Smith Appears On 19 TV, Radio Shows In Seven States

Mushrooms, fresh and canned, appeared in numerous forms and combinations on a total of 19 TV and radio shows in seven states during June and on the second day of July as C. Fred Smith of our agency swung into action in behalf of our product.

The complete list of TV and radio shows was given in the July issue of this publication except for two appearances in New England where Fred was in behalf of another food product. The states included North Carolina, Georgia, Tennessee, Alabama, Florida, Connecticut, Maine, and also the District of Columbia.

Fred started out in Washington on June 4th with a radio interview with Patti Cavin on WRC. He picked up some fresh mushrooms there and used them the following day in Raleigh, N. C., and in Greensboro, N. C., on a later show. In Greensboro, he demonstrated scrambled eggs with mushrooms and used fresh and canned mushrooms with several dips. He also showed how easy it is to mix a can of mushrooms with a can of green peas and create a kind of glamor dish that fits easily into a family's menu.

There were radio shows in both Raleigh and Charlotte, N. C., on which Fred talked about the

many uses of mushrooms in family meals. In Atlanta, Fred did two radio shows in this large metropolitan market. In Knoxville, Tenn., Fred was a guest on a whole half-hour show over WATE-TV with Mary Starr. Here he displayed what he calls the "Stacked-up Salad" with mushrooms, which consists of layer or crisp lettuce in a flat bowl, then sliced tomatoes, sliced cucumbers, sliced hard-cooked eggs and mushrooms, either sliced fresh or canned. Over this was poured "Good Seasons" salad dressing made from the popular mix manufactured by General Mills. This is another one of AMI's many tie-ins.

In Birmingham, Ala., Fred displayed mushrooms in several dishes over WBRC-TV on a show with Benny Carle and did a radio interview with Dick Deason over WYDE. In Jacksonville, Fla., Fred displayed the mushroom salad on a show over WJXT-TV with Dick Stratton and Ginny Atter and also did the dish with mushrooms and peas, besides dips with mushrooms. He also got in a radio show for mushrooms over WAPE with Ted Jones.

He wound up the Southern tour with a TV and radio show in Miami. Over WSPT-TV, as a guest of Jean Harden, he displayed the mushroom salad, peas with mushrooms and mushrooms with dips. Mrs. Trudi Shutt, who is associated with the Di Cecco Mushroom Company of Boca Raton, brought several baskets of fresh mushrooms for the show. Fred visited the mushroom concern and renewed acquaintances with Peter Di Cecco the following day.

In Miami, he also appeared on a radio interview over WGBS. This station received 25 cases of 2-oz. AMI cans to be sent to one of the Miami hospitals. Fred visited Mrs. Bertha Cochran Hahn, food editor of the Daily News, who accompanied him to the Di Cecco houses to get a feature story for her readers. Fred visited or talked over the phone with food editors during the length of his trip.

In New England, Fred used mushrooms with dips on a show with Kathy Godfrey over WCHS-TV in Hartford, Conn., and on two TV shows in Portland, Maine. On the show with Agnes Gibbs, on WCHS-TV, mushroom buttons appeared with other items to use with dips. The settings represented Alaska and Hawaii, the newest states. The early morning show over WGAN-TV with Jane Lauten also displayed mushrooms with dips.

Attend Congress

A number of Americans attended the International Mushroom Congress in Copenhagen in July.

The group included R. O. Reich, Kansas City, Mo.; Arthur Foster, of Foster Farms, Maryland; Dr. Leon Kneebone and Aubrey Thomas of Penn State; Dr. E. B. Lambert, of the Beltsville, Md., research center; Donald Hughes, of the University of Delaware, and Samuel Losito, Avondale, Pa.

Aids Promotion

Central States Mushroom Co-op, of Oaklawn, Ill., donated 40 pounds of mushrooms and covered the cost of air shipment to the Girl Scout Senior Roundup held in Colorado Springs, Colo., July 3-12.

The shipment was received by Karen Darlington, of Kennett Square, leader of a 16-girl patrol from Chester County, Pa. The girls used the mushrooms for a demonstration on the growing and cooking of mushrooms. Photos were sent to newspapers.

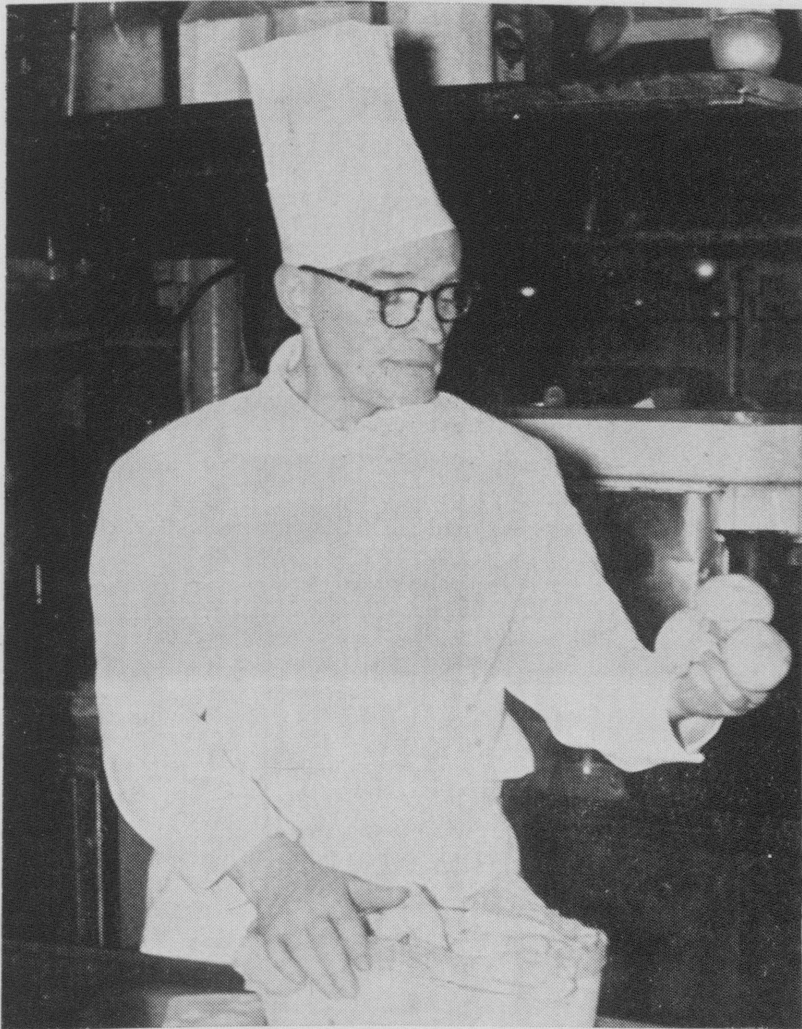
Ten thousand campers from all sections of the United States, its territories, and 27 other countries attended the roundup.



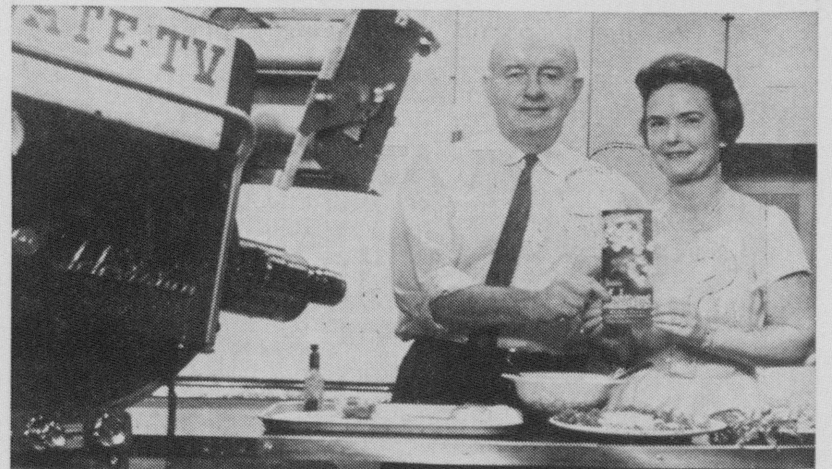
Marguerite Aydelette of WFMY-TV, Greensboro, N. C., and C. Fred Smith look over the AMI folder on a recent show in which mushrooms starred. Note the handsome apron she is wearing.



Fred Smith of our agency beams at the right as he holds up the popular Heavenly Mushrooms folder on a program over WJXT-TV in Jacksonville, Fla., while Dick Stratton and Ginny Atter look on. They have all just tried canned mushrooms with a fancy dip. This was made on Fred's recent Southern trip.



Here's the head chef of all the great Cunard Ocean liners, William Finnegan, admiring a basket of special mushrooms given him by our agency in behalf of the Institute. Mr. Finnegan supervises the work of all the other Cunard chefs and is particularly fond of mushrooms. He said he would take these home with him. The scene is the galley of the Queen Elizabeth.



Mary Starr, popular hostess over Station WATE-TV, Knoxville, Tenn., and C. Fred Smith of our agency have just finished a 30-minute show with mushrooms as the other star.



Mrs. Harriett Pressley of Radio Station WPTF, Raleigh, N. C., and Fred Smith of our agency look over the folder at the end of a recent show. Mrs. Pressley, wife of a college president, went to school at Goucher in Baltimore and learned to like mushrooms there.

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Betty Cornelius' Columns Are Popular

Elizabeth Cornelius, food editor of the Jacksonville, Florida, Times-Union, writes about Southern cooking and the wealth of good things that Floridians have to eat every day in the year. She also eats and enjoys hot biscuits and cornbread, fried chicken, fried corn and fried green tomatoes, hushpuppies, broiled pompano from the Gulf and trout from the St. John's river, fresh citrus fruits, mustard greens cooked with hog jowl, boiled custard, ambrosia, Sally Lynn and many other Southern delicacies which in this writer's opinion should be on the heavenly menu along with manna.

But when Betty, as she is known to her friends, gets a little homesick for the food she was raised on, she is apt to send back an order that might include any or all of the following: Lebanon bologna, sweet bologna, pretzels, licorice and spearmint candy, pickled mushrooms and perhaps a jar or two of pepper hash or some other Pennsylvania Dutch delicacy.

For Mrs. Cornelius was born Elizabeth Marie Yahraes (the

family came from Baden-Baden, Germany and originally spelled it "Jahraus") in Bethlehem, Pennsylvania, the "Christmas City," and she is a product of Eastern Pennsylvania folkways and foodways. As most of the rest of us do, she likes to talk about food and this habit is one reason why her food columns are so popular among Times-Union readers. She writes: "With a good Pennsylvania Dutch mother cooking (she still does at 78) I was brought up on home-baked breads and pies, baked apples, apple dumplings, pretzels, home-made root beer, home-churned ice cream, bisque made with fresh macaroons, chow-chow, jellies, bread and rolls, sauerkraut, spiced cabbage, beet-colored eggs and many other good things. We love sweets and soups at the same meal and always have a variety of good things on our table.

Betty Cornelius says she has always loved people young and old since before she could remember. She also loves mushrooms for she was graduated from college at Ursinus at Collegeville, Pennsylvania, near Kennett

Square, right in the heart of the mushroom country. She taught English and journalism for six years; was editor of a children's Sunday School paper for the Presbyterian Board in Philadelphia for five years and has been in her present position as a Florida food editor for nine years. She is an active member of the Jacksonville Altrusa Club and teaches a Sunday School class.

Mrs. Cornelius is quick to say that she is not a home economist, but "I can tell from reading the tested recipes which come to me daily from 32 food companies and associations whether they will taste good when tried out at home. It's a sort of sixth sense, I guess, from having well-defined Pennsylvania Dutch taste buds."

Our food editor friend, who always welcomes mushroom news and recipes, has one son, Richard, who is naturally the apple of her eye. August 15 will be an important date for him, for he will then be married to Miss Donna Jean Black of Denver, Colorado. Mrs. Cornelius will be right there for the ceremony on her first trip to the Rockies.

Mrs. Cornelius is popular among her food editor sorority sisters and attends the annual conference of these girls who help to influence our food buying and cooking each fall in either New York or Chicago. She is looking forward to a trip to Chicago this fall to see what is cooking nationally. She naturally likes mushrooms in numerous ways but here are two of her favorites:

CREAMED MUSHROOMS

- 2 lbs. mushrooms
- 1/2 cup butter
- 1/2 cup water
- 1/2 teaspoon salt
- 1/8 tsp. pepper
- 1/2 cup flour
- 3 cups milk

Pull caps from stems of mushrooms. Brush well, no need to pare mushrooms. Put butter and water in skillet. Add mushroom caps and stems, salt and pepper. Cover and steam slowly for 20 mins, or until dry. Allow to brown slightly and then add flour. Brown the flour, watching carefully. Add milk gradually and stir until thick. Enough for 8 servings.

MUSHROOM CASSEROLE

- 1 lb. mushrooms
- 4 cups water
- 1 small onion
- 1/2 cup butter
- 1 cup cream
- 1/2 cup flour
- 6 hard-cooked eggs
- 1/4 cup buttered crumbs
- Pepper
- 1/4 tsp. salt
- 2 chicken bouillon cubes
- 1/4 tsp. Worcestershire sauce

Brush mushrooms. Cook in water with onion, salt and pepper. Strain, and dissolve bouillon cubes in this stock. Saute mushrooms in butter, add the stock, flour mixed to a paste with a little cold water, and cream. Put egg yolks through sieve, cutting up whites into mushrooms, and place in buttered casserole. Stir in Worcestershire, sprinkle with egg yolks and buttered crumbs. Bake until brown. —C.F.S.



Elizabeth Cornelius

Editor's Notebook

(Continued from Page 2)

available from the University staff to the industry on request. The University has several people working either full time or part time on mushroom problems: Donald Hughes, Technologist; Dr. Raymond Smith, Economist; Ernest Scarborough and Howard Hoyt, Engineers; Bob Bull and Charles Sutton, Extension Marketing Specialists; and James Dougherty, Graduate Assistant; plus several other staff members who advise on the University's mushroom work. This team was assembled to serve you as a result of the interest shown by the mushroom industry in helping itself by establishing a grant to the University to help support the work.

There are two kinds of people, it seems — those who have new cars and/or pretty clothes, and those who pay cash.

AMI Honors

(Continued from Page 11)

laboratory of the Mushroom Growers Cooperative. Their work and the bulletin outlining the study have been received the world over as the most authoritative publication on the subject. And to George Mitchell goes my recognition as the person who first experimented with chlorine type chemicals in sprinkling water for the control of bacterial pit and fungus spot.

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