

The PALIMPSEST



Last minute preparations before entering the Hippodrome.

National Dairy Cattle Congress
Published Monthly by
The State Historical Society of Iowa
Iowa City, Iowa
AUGUST 1972

SPECIAL DAIRY CATTLE CONGRESS EDITION—ONE DOLLAR



The Meaning of Palimpsest

In early times a palimpsest was a parchment or other material from which one or more writings had been erased to give room for later records. But the erasures were not always complete; and so it became the fascinating task of scholars not only to translate the later records but also to reconstruct the original writings by deciphering the dim fragments of letters partly erased and partly covered by subsequent texts.

The history of Iowa may be likened to a palimpsest which holds the record of successive generations. To decipher these records of the past, reconstruct them, and tell the stories which they contain is the task of those who write history.

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HERBERT V. HAKE

Illustrations

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THE PALIMPSEST is published monthly by the State Historical Society of Iowa in Iowa City, William J. Petersen Editor. It is printed in Iowa City and distributed free to Society members, depositories, and exchanges. This is the August, 1972, issue and is Number 8 of Volume 53. Second class postage paid at Iowa City, Iowa

PRICE—Included in Membership. Regular issues, 50¢; Special—\$1.00

MEMBERSHIP — By application. Annual Dues \$5.00

ADDRESS — The State Historical Society, 402 Iowa Avenue
Iowa City, Iowa 52240

THE PALIMPSEST

EDITED BY WILLIAM J. PETERSEN

VOL. LIII

ISSUED IN AUGUST 1972

No. 8

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The Iowa Dairy Association

The officers of the Iowa State Dairy Association were in a quandary. For years only a handful of members had attended annual meetings when thousands should have come. Something drastic had to be done if the organization were to be a vital force. In this crisis President W. B. Barney suggested that a dairy show be held in conjunction with the annual meetings of the association. Barney contended that farmers would come a long distance to see a good cow but would stay at home and pitch hay rather than listen to anybody explain a cow. His arguments seemed so plausible that the idea was adopted for the next meeting at Cedar Rapids in 1909. The Waterloo Dairy Cattle Congress was the offspring of this first experiment in visual education.

Humble as was the beginning of this now nationally famous cattle exposition, it was more auspicious than the genesis of the Iowa State Dairy Association, whose origin may be traced to

the Northern Iowa Butter and Cheese Association, and ultimately to the leadership of John Stewart. It is doubtful if any one contributed more to Iowa's dairy history.

Born in Ohio in 1836, John Stewart had served in the Union army throughout the Civil War. In 1866 he became a jobber in butter, cheese, and farm produce at Saint Louis. The work must have appealed to him for in 1867 he engaged in the same business at Galena. Moving to Manchester in 1870, Stewart started a creamery a few miles east of that thriving little community in 1872. His Spring Branch Creamery is said to have been the first butter creamery in Iowa.

At that time eastern dairymen held western products in low repute: they not only scoffed at the poor breeding of Iowa cattle but they questioned the ability and honesty of all western dairymen. Such a situation must have seemed intolerable to a man of John Stewart's character. Having won prizes on his butter at Saint Louis, he determined to compete at the International Centennial Exposition at Philadelphia in 1876. The chances of this obscure Iowa man against the finest butter makers of Europe and America must have seemed exceedingly slim, but the judges awarded the gold medal for the "best package of Butter exhibited" to John Stewart. This honor is

said to have removed much of the "prejudice" against Iowa butter and was calculated to have added from \$500,000 to \$1,000,000 annually to the income of dairymen in the Hawkeye State.

Encouraged by Stewart's success, sixty-six dairymen convened at Manchester on February 2, 1877, and organized the Northern Iowa Butter and Cheese Association. John Stewart was naturally elected president and Robert M. Littler of Davenport was chosen secretary-treasurer. On account of the "general depression", only a few new names were added to the membership roll in 1878, but the officers were not discouraged. The third annual meeting, like the first two, was held at Manchester, which was becoming known as the "Elgin of Iowa". Despite "cold and stormy" weather, many dairymen attended from Iowa, Illinois, Kansas, Nebraska, and Dakota Territory. An eye-witness declared that the caliber of dairymen who packed the Manchester city hall was "seldom equalled and never excelled". The membership of the association was increased to 190 and steps were taken to have Iowa products exhibited that summer at the Royal Agricultural Society International Fair at London.

The conventions of 1880 and 1881 were held at Monticello. At the Cedar Rapids meeting in 1882 the name of the association was changed to "The

Iowa Butter and Cheese Association". Marshalltown entertained the dairymen in 1883 and Strawberry Point in 1884 and again in 1885.

The growing importance of Iowa as a dairy State was proven by the eleventh annual meeting of the association which was held at Manchester in 1887 in conjunction with the National Butter, Cheese and Egg Association. It was a proud day for Manchester and Delaware County. A committee of 110 members had been appointed to make "full and ample" arrangements for the 1500 delegates. Representatives came from places as widely separated as New Hampshire and Colorado. President Schermerhorn called the convention to order and State Dairy Commissioner H. D. Sherman welcomed the guests. Speeches were made on almost every phase of agriculture and dairying — a note of warning being sounded by David B. Henderson of Dubuque against the oleomargarine interests. The display of dairy machinery was exceptionally large.

The westward expansion of the dairy area in Iowa was attested by the meeting of the Iowa Butter and Cheese Association at Fort Dodge in 1890. At the fifteenth annual meeting at Waverly in 1891, the dairymen reorganized and adopted the name Iowa State Dairy Association.

Between 1892 and 1909 the Iowa State Dairy

Association held meetings in ten different towns. Cedar Rapids and Waterloo each acted four times as host, Ames and Mason City twice, while Charles City, Des Moines, Dubuque, Marshalltown, New Hampton, and Storm Lake welcomed the dairymen once. Speeches and papers ran the whole gamut of dairying in all its varied aspects. A partisan explosion invariably accompanied debate on the merits of the dairy cow and the dual-purpose cow.

Although Iowa had made giant strides since the days of John Stewart and '76, a note of warning was sounded by E. R. Shoemaker of Waterloo in 1908. Almost any farmer could herd cattle profitably on five dollar land, he declared, but could it be done when land sold at \$100 or \$150 an acre? Shoemaker urged economy in two directions: first, by the erection of silos to save the forty million dollars wasted in corn stalks; second, by the improvement of the dairy stock. Iowa was twenty years behind as a dairy section, for her 1,500,000 dairy cattle produced an average of only 140 pounds of butter fat yearly. In Europe dairy cows averaged 300 pounds of butter fat annually. Shoemaker estimated that Iowa dairymen were losing from twenty to thirty million dollars a year because of poor cows and archaic methods.

It was this situation as well as the small attend-

ance which prompted the officers of the Iowa State Dairy Association to adopt President W. B. Barney's suggestion to hold a dairy cow exhibition in conjunction with their regular meeting at Cedar Rapids in 1909. About twenty-five cattle were exhibited: Holsteins by W. B. Barney and Frank White of Hampton, Jerseys by C. T. Graves of Maitland, Missouri, Ayrshires by Iowa State College, and Guernseys by a local breeder. During the four-day convention Professor Hugh G. Van Pelt gave demonstrations of the good and bad points of dairy cattle, using the stock on exhibition for illustrative purposes. This was the "first time that anything of this nature" had been done and the "extreme interest" created stamped the Cedar Rapids dairy show as a real success.

The future course of the Iowa State Dairy Association was clear. Most of the members of the association preferred to supplement the convention with a cattle show. In line with the new policy the energetic Hugh G. Van Pelt was selected for general manager. The choice of a meeting place was not as easily decided, for keen rivalry existed among several Iowa towns. Was it an act of destiny that Waterloo was finally chosen? Time alone would demonstrate whether the "Waterloo Way" was the right way.

WILLIAM J. PETERSEN

The First Congress

The editor of the *Waterloo Courier* was jubilant! "Even if you hate cows, abhor bulls, turn your nose up at milk as a beverage, eat your bread without butter and your pie without cheese and faint away at the sight of buttermilk", he declared, "you will be captivated by the magnificent display of perfect animals at the exhibition." The next day over five thousand people paid admission to see this highly vaunted bovine spectacle at Chautauqua Park.

The first Dairy Cattle Congress opened at Waterloo on October 10, 1910. For weeks the local papers had boomed the event. The responsibility for the success or failure of the show rested largely upon the shoulders of Hugh G. Van Pelt, general manager of the first five Dairy Cattle Congresses. Determined to make the first show so spectacular that Waterloo would "cinch" it for all time, Van Pelt shrewdly appealed to that spirit which had won for Waterloo the distinction of being "the fastest growing town in Iowa". "It is up to the people of Waterloo", he declared, "to make the coming convention and cattle show so much of a success that Des Moines will not have

a look in when the time comes for the selection of a city for the annual event for 1911."

Both local and out-of-town manufacturers were urged to exhibit their products. Waterloo merchants agreed to allow a ten per cent rebate on purchases to be applied to railroad fares. Since the hotels would be unable to take care of the throngs expected to attend the show, Waterloo citizens generously opened their homes to visitors. Breeders and dairymen from far and near were importuned to enter their stock. Not content with letters and advertising, Van Pelt himself went to the Illinois State Fair at Springfield and secured "a special train which brought 13 carloads of the choicest cattle" directly to the Waterloo show.

Waterloo presented a gala appearance on the opening day. Flags and bunting of yellow and white — the colors of the Iowa State Dairy Association — bedecked Fourth Street from the Union Station to Dane Street. The city had donned its "best clothes" to greet the many guests from Iowa and the nation. "We are proud", declared a local editor, "to show the visitors the greatest dairy exposition ever seen in Iowa, and will endeavor beginning with this brilliant event, to hold the title of the dairy center of the west."

The first dairy show was at Chautauqua Park, a "beautifully located" spot in a "very pretty bit

of timber" on the east bank of the Cedar River. The central building of the show was the Coliseum, a large circular building 160 feet in diameter and of steel construction. It was said to be "the biggest building in Iowa without a post". "Big as it is," declared *Wallaces' Farmer*, "it was crowded to its utmost capacity, with some 300 Holsteins, Jerseys, Guernseys and Ayrshires, as well as with a great variety of dairy machinery — cream ripeners, churns, cream separators, litter carriers, stanchions, silos, etc."

The United States government exhibited pure foods and their adulterations, together with samples of tuberculous meats. A doll "brilliantly dressed in green, yellow and red", and wearing the latest style "hobble skirt", served as a magnet for this exhibition. A lesson could be drawn from this pretty maid, for her clothing had been dyed with material used in coloring foodstuffs.

But the exhibits in the Coliseum were not the only attractions in Chautauqua Park in 1910. There were four big machinery tents and many of the larger and heavier implements were displayed in the open. North of the Coliseum stood the judging tent, while to the west a large tent had been erected to hold the meetings of the Iowa State Dairy Association. A merry-go-round, three or four small sideshows, and some lunch

stands completed the picture. The "slight patronage" accorded these side attractions was a "testimony to the character of the crowd". An observer from *Wallaces' Farmer* heard the owner of one of the sideshows "complain that the people were coming to the show to learn something, and not to be amused."

The high quality of the blooded stock was a feature of Waterloo's first Dairy Cattle Congress. It is significant that Boghall Snowdrop 2d and Oldhall Ladysmith 4th, two Ayrshire cows, won first and second place respectively at the first Dairy Cattle Congress and the fifth National Dairy Show. W. W. Marsh's Guernsey bull, Lord Mar, world's champion in 1909, won the grand championship at Waterloo. This specimen of bovine nobility was worth more than \$10,000. Another aristocrat on display had been purchased on the Isle of Jersey by W. R. Spann & Sons of Shelbyville, Kentucky, for \$15,000.

Of the four breeds on exhibition, the Holsteins were the most numerous. There were nearly one hundred of these beautiful "Dutch" cattle. Iowa was represented by five herds but W. W. Moscrip of Saint Paul took the lion's share of the prizes and both grand championships. Individuals from the herds of Frank White & Sons of Hampton, McKay Brothers of Buckingham, H. H.

Schroedermeier and C. A. Nelson of Waverly, and R. B. Young of Buffalo Center won prizes. The number and quality of the Iowa entries revealed the "big-capacitied, large-uddered" Holsteins had won a "firm place in the hearts of many northern Iowa dairymen".

The quality of the Jersey exhibit was unexcelled. "There were herds from Wisconsin, New York, Kentucky and Indiana, but unfortunately none from Iowa", lamented *Wallaces' Farmer*. The Guernseys were represented by only two herds, but these were "among the very best in the whole country." W. W. Marsh of Waterloo had entered his cattle against the A. W. and F. E. Fox herd from Waukesha, Wisconsin. Both herds had met a number of times in the show rings and a keen but friendly rivalry existed between the owners. On this occasion W. W. Marsh secured a majority of the prizes including both grand championships.

The Ayrshires were represented by herds from New York and West Virginia. Some of the "most beautiful" animals in the United States were included among those on exhibition. "The Ayrshire has an attraction all her own", wrote an observer in *Wallaces' Farmer*. "There is something about the curve of her horns, the coloring of her body, and the perfect shape of her udder that

makes her very beautiful. This breed is not at all well known in Iowa, but it may be that it has a place here."

Two animals deserve particular mention because of the interest they created. C. A. Nelson had become famous for having milked a cow for six years and purchased a Cadillac touring car with the proceeds. This valuable Holstein was on exhibit in the Coliseum and thousands of post cards of the cow and the car she bought were distributed free so that eye-witnesses might write home about her. Equally notable was W. W. Marsh's "world's famous" Dairymaid of Pinehurst, a Guernsey cow who, as a three-year-old, had produced 14,571 pounds of milk or about thirteen times her weight. During this same period Dairymaid of Pinehurst made an actual butter-fat record of 852 pounds. She topped a list of 107 cows from all over the State which had competed in the Iowa Cow Contest.

The Dairy Cattle Congress adopted a new system of awarding prize money by calling each exhibitor into the Coliseum on the last day and presenting him with a check covering the total of his prizes won. To demonstrate that "A town is known by the cattle it keeps", Waterloo put up over \$2000 in cattle prizes. The butter prizes amounted to \$1000 in cash besides the medals

awarded to the winners. The 174 tubs of butter that were entered in the butter contest were judged by Professor M. Mortensen of Iowa State College.

Several prominent politicians were present at the Dairy Cattle Congress in 1910. Claude R. Porter, the Democratic candidate for Governor, urged a return to the party of Thomas Jefferson. Senator Albert B. Cummins admitted he knew little about dairying and promptly launched into a "masterly address" on the railroad question and Wall Street. Governor B. F. Carroll spoke on "Conservation", pointing to the well-bred dairy cow as an important phase of the movement. Congressman Gilbert N. Haugen talked briefly on the menace of the oleomargarine movement. The dairymen also listened attentively to Garrett Klay, State Representative from Orange City, who had championed a \$10,000 appropriation for the Iowa State Dairy Association and was an interested spectator at the first Dairy Cattle Congress.

Although the meetings of the Iowa State Dairy Association were dwarfed by its Gargantuan offspring, regular sessions were held and many interesting speakers were heard. Indeed, it required ninety solid pages in the *Iowa Year Book of Agriculture* for 1910 to record the proceedings of the convention. President W. B. Barney struck a

controversial spark when he declared: "If the slaughter of the cow not passing the tuberculin test is to be insisted upon as a public health measure, then the public should bear at least a share of the financial loss incurred thereby, and if the dairy cow, why not all other cattle, as tuberculosis is an infectious disease and your cow would be in constant danger of contracting the disease from her brother, the steer." Barney's statement on bovine tuberculosis was sharply criticized by G. H. Sumner of the Iowa State Board of Health.

The attendance at Waterloo's first Dairy Cattle Congress augured well for its future. Good weather prevailed throughout the week and both *Kimball's Dairy Farmer* and *Wallaces' Farmer* estimated the total attendance at approximately 40,000. A total of 5430 paid admissions were chronicled on the banner day but this did not include persons holding season tickets. Unlike most ventures of this kind, a profit of \$348 was realized the first year. Moreover, every exhibitor on the grounds sold all the animals he had on the market at fancy prices. Although C. A. Nelson won only \$36 in prizes, the show was worth \$1000 to him for he disposed of all the Holsteins he had for sale. Many of the dairymen were so well pleased that their pocket books got "limber" and they decided to "fool the old woman" by buy-

ing her the best dress in town. Both retail and wholesale merchants did a "land office" business as a result. The exhibitors on the grounds also enjoyed a rousing trade. One farm machinery manufacturer booked more business during the Dairy Cattle Congress than he normally did in a whole month.

The officers of the Iowa State Dairy Association were unanimous in their opinion that they had just attended the "greatest dairy school" held in Iowa in the thirty-four years of the existence of the association. It was generally conceded that the Middle West had never seen such a "quantity of quality" dairy cattle under one roof. "The hurdy-gurdy, the crimson-faced clairvoyant and the boisterous element have been conspicuous by their absence", observed President Barney. It was earnestly hoped that "the influences originating and being perpetuated" by the Dairy Cattle Congress would "live forever, and add to the inevitable dairy uplift in Iowa."

WILLIAM J. PETERSEN

The Growth of the Congress

A "founding father" once observed that a humble "postage stamp" started the Dairy Cattle Congress. In the quarter century since its inception the show has attracted national and even international attention. The Dairy Cattle Congress in 1934 owns thirty-seven acres of land and rents 20 more on the west bank of the Cedar just north of Waterloo. On these grounds are 19 permanent buildings valued at \$186,750. Twelve are constructed of hollow tile and brick and are relatively fireproof. The plant includes the Hippodrome or livestock judging arena, three horse barns, eight cattle barns, three industrial exhibition halls, the women's and children's building, the poultry and waterfowl building, a herdsmen's and groom's building, and a large permanently constructed restaurant. These buildings have a total floor area of 300,000 square feet or more than seven acres.

To an older generation in Waterloo the saying "Where there's a Cow there's a Home" had assumed the sanctity of a proverb. But in 1910 the embryonic cattle show could count neither a cow nor a home among its assets. Indeed, it did not

exist as a corporate entity for it was doubtful whether Waterloo would secure the 1911 meeting of the Iowa State Dairy Association. When the officers met in the spring of 1911 they had practically decided to hold the convention in Des Moines.

To forestall such action a group of Waterloo boosters sent Harry E. Kiester to Des Moines to bid for the convention. "I went down and made that bid single-handed," Kiester related subsequently, "and after a battle with five men from over the state I succeeded in convincing those men that Waterloo was the best place in the state for them to meet." Waterloo business men offered to assume "all responsibility" for both the convention and the show. They proposed to give the association \$1000, furnish convention and show quarters, and entertain the officers. In addition the association would be allowed the revenue from the sale of season tickets and memberships up to 1500. Finally, Waterloo would put up from \$6,000 to \$8,000 in cash prizes for dairy cattle and butter. The prize money was said to be the largest amount ever offered in the United States for a similar event. In return Waterloo asked only for "the co-operation of everyone connected with dairying" in Iowa.

Small wonder that the Iowa State Dairy Asso-

ciation promptly accepted Waterloo's generous offer. At the close of the 1911 exposition, the association adopted resolutions endorsing the "second Iowa dairy cattle show" and heartily recommended that it be "continued in the future".

On August 7, 1913, "The Dairy Cattle Congress" was incorporated as an independent organization "to conduct expositions, fairs, shows, entertainments and displays; to promote dairy and agricultural interests in general, and to carry on such other business" as might be determined by a board of directors consisting of nine stockholders elected annually. The directors elect the officers, including a secretary and manager. Hugh G. Van Pelt served as the first manager, and E. S. Estel has held this post continuously since 1915.

Enthusiasm ran so high during the 1911 meeting that the *Waterloo Courier* could see "no harm in trying" to take the National Dairy Show from Chicago. From Des Moines came a committee including Lafe Young, Jr., E. T. Meredith, and H. C. Wallace, to study the "way" of "The Factory City" of Iowa. The second day of the show was designated as "Waterloo Day", and people were seen "pouring" into Chautauqua Park at sunrise. It was estimated that between 8000 and 10,000 were present on this day alone.

A number of features stand out in the 1911

show. The exhibition of a 6000-pound curd of cheese by the Great Atlantic & Pacific Tea Company attracted thousands. The center of W. B. Barney's pure food display was a picture of Frank Gotch of Humboldt, Iowa, the World's Champion heavyweight wrestler. Gotch was said to have "attained his great strength and wrestling skill after the passage and enforcement of the pure food law in Iowa". Fully fifty thousand dollars worth of machinery was on display — the International Harvester Company having the largest single exhibit. E. R. Shoemaker staged a grand sale of his Jerseys and disposed of 90 head for a total of \$10,944.40, or an average of \$122.16 per head.

It was in 1912 that the Dairy Cattle Congress moved from Chautauqua Park to its present grounds. A ten acre plot was acquired from David Johnson, who insisted that the deed include a provision to allow him to "drive cattle across the acreage except during show week." Two buildings were constructed, and a canvas, stretched from the roof of one building to the roof of the other, provided a "big top" under which the entertainment program was staged.

The entrance gate to the dairy cattle barns during the week of October 14th to 20th, 1912, was described as "the busiest spot in Iowa". Ac-

according to *Kimball's Dairy Farmer*, about eight hundred "dairy kings and queens" were brought together. The "sensation of the show" was Financial Countess Lad, a Jersey bull from Oklahoma, who "caught the eye of every spectator" and was pronounced one of the "most stylish bulls" that entered any ring that year. Over 190 head were exhibited by Jersey breeders. W. W. Marsh's Guernsey cow, Glencoe's Bopeep, won the grand championship against the best afforded by eleven exhibitors. In the Holstein class, 168 head were shown, and four herds of Ayrshires brought together some of the "finest individuals" exhibited anywhere that season. Brown Swiss were shown for the first time in 1912, two herds being brought from Wisconsin and one from Ohio. The great breeding bull, Reuben, whose sons and daughters were to win grand championships at the big shows of the country, was judged senior and grand champion male. This bull was exhibited by Hull Brothers of Painesville, Ohio, who were still showing their Brown Swiss at the Congress in 1934.

In each succeeding year the size and quality of the dairy exposition seemed to improve. James Wilson, the venerable former Secretary of Agriculture, declared to the dairymen attending the sixth cattle congress in 1915 that in all his long

Twenty-Third Annual
Dairy Cattle Congress

National Belgium Horse Show
American Poultry Congress
International Waterfowl Exposition
Mid-West Rabbit Show

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Ayrshires—H. H. Kildee, Ames, Iowa
Brown Swiss—W. S. Moscrip, Lake Elmo, Minn.
Jerseys—J. B. Fitch, Manhattan, Kans.
W. W. Yapp, Urbana, Ill.

Reprinted from the 1932 *Waterloo Dairy Congress*.

experience he had never "seen as many fine dairy cattle brought together as you have on these grounds to-day."

The slogan "Everything in the Dairy World" very properly applies to the industrial exhibit, for agricultural and dairy implements have been shown since 1910. Eleven firms displayed their goods at the first show compared with a total of 265 in 1934. The growing popularity of the Dairy Cattle Congress as a medium for advertising and selling has been manifested at each succeeding show. In 1921 "more than \$1,000,000 worth of farm and farm home equipment occupying over 85,000 square feet of exhibit space" was put on display by manufacturers and business houses. At the present time more than ten acres of outdoor space and three huge halls are devoted to such things as farm machinery, dairy equipment and supplies, trucks, modern home conveniences, building materials, food products, and livestock and poultry remedies. Exhibitors give practical demonstrations of the most modern and approved methods in farming and dairying. These are not only interesting and popular with the farmer but also decidedly educational.

A feature of the Dairy Cattle Congress that delights visitors is the Light Harness and Saddle Show which was staged for the first time in 1917.

Dairy Products Department

Conducted by Iowa State Dairy Association

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Ads for newspapers in 1949.

For this event O. J. Mooers of Columbia, Missouri, brought his entire string of riding and driving horses. Thomas Bass of Mexico, Missouri, brought Belle Beach, the "wizard of the horse world" who was recognized as the "world's most remarkable educated horse". W. H. Hanna of Waterloo showed Black Beauty and Nigger Denmark. Hitches of various kinds, to the latest models of buggies and carriages, were demonstrated. Seven-gaited, five-gaited, and three-gaited riding horses, as well as hurdlers and jumpers, took part in the program each day. Saddle horses from twenty-six stables were present in 1932. Lovers of beautiful horses and professional horse fanciers came from distant points to witness the performance of these spirited animals.

The addition of the National Belgian Horse Show in 1919 has served as a magnet in attracting crowds. The 198 horses entered in 1919 afforded the stiffest sort of competition for prizes. Three new barns, measuring 36 by 300 feet, were added to house these "mammoth equines" whose presence had a "beneficial effect" on gate receipts. A three-year-old stallion from Canada, Paramount Flashwood, won the grand championship in that class. In the mare division, Iowa breeders were strong and the grand championship was won

by Salome, owned by Charles Irvine of Ankeny, Iowa. These massive but graceful animals have held the spotlight since their entrance in the Dairy Cattle Congress. In 1919 there were 37 exhibitors; in 1932 there were 52, all but six of whom were Iowans.

The attendance at the Dairy Cattle Congress in 1920 was estimated to be 72,000. Since that year it has steadily increased: in 1921 a total of 115,000 attended, and in 1922 over 125,000 witnessed the show. The interesting and popular new departments added since 1920 have played no small part in stimulating attendance. The American Poultry Show, started in 1921, has always attracted a loyal following. Every type of fowl from the prosaic American hen to the brilliant-hued Chinese pheasant has been on display. Vying in popularity with the poultry show is the International Waterfowl Exhibit which was added in 1929. The Mid-West Rabbit Show had its first exhibit in 1930.

The Corn Show was made a part of the Dairy Cattle Congress in 1926 and since that time separate divisions have been added for the Soy Bean and Alfalfa Show. The Mid-West Flower and Garden Show is another interesting exhibit that has the endorsement of the Iowa Federation of Garden Clubs and the Iowa Horticultural Soci-

ety. Other features whose importance can not be over-estimated are the College Dairy Cattle Judging Contest, the 4-H Clubs, the Home Equipment and Food Show, and the Women's and Girls' Department and Domestic Demonstration.

The almost universal appeal of the varied departments which comprise the Dairy Cattle Congress has been a potent factor in its success. In 1934 a total of 2743 exhibitors in all departments were recorded at the show. But its main attraction is still to be found in the dairy industry. Based on an average of 688 cows tested, the 1909 "model" cow produced 207 pounds of butter fat. The 1934 "model" cow produced 325 pounds and this average resulted from a test of 25,158 cows. Who would deny the vital influence of such an institution as the Dairy Cattle Congress in bringing about this change?

WILLIAM J. PETERSEN

The Silver Jubilee

The sun shone brightly for the Silver Jubilee of the Dairy Cattle Congress. Not a drop of rain fell throughout the week beginning October 1, 1934. Early each day a "steady stream" of cars entered the grounds: on Thursday morning between eight and nine o'clock automobiles were counted from forty-nine Iowa counties and ten States. Although parking space had been provided for 500 more cars than ever before, it was necessary to close the gates several times during the last half of the week and direct cars to park outside. When the curtain was rung down on the last performance Sunday afternoon, it was computed that 138,000 people had attended the show. Capacity crowds had jammed the thirteen performances in the Hippodrome and on several occasions it was necessary to place impromptu rows of chairs and benches inside the arena fence after the grand parade and horse show.

"A dairy show is made up of three things — cattle, machinery and enthusiasm", said a reporter in 1914. Steadfast recognition of these essential elements has contributed much to the growth and value of the Dairy Cattle Congress.

The livestock on display at the Silver Jubilee could hardly be surpassed anywhere in quantity and quality. No less than 970 cattle were exhibited in 1934, of which the 4-H clubs showed 259. The National Jersey Show attracted 201 of that breed to set an all-time record. The "unusual quality" of this show led J. W. Ridgway, the Jersey judge, to declare that many animals that normally would rank first in most shows were set as low as ninth at the Silver Jubilee. Thus, although Laver Lady, the grand champion Jersey cow in 1933, had won sixteen grand championships in 1932, she was forced to take second to Design's Martina for the Silver Jubilee grand championship. Sybil's Star Gamboge was declared senior and grand champion Jersey bull.

Judge H. H. Kildee of Ames announced that the 166 Guernseys constituted "one of the highest quality shows ever held at Waterloo." He selected Radium S. W. as the grand champion Guernsey bull and Chief's Lady Laura of Guernsey Farms senior and grand champion cow. Judge J. P. Eves picked Man-O-War 30th as the senior and grand champion Holstein bull. He awarded the senior and grand champion female honors in the Holstein class to Ellenvale Bonheur Ormsby Posch 3d. There were 142 Holsteins present at the Silver Jubilee.

The "growing popularity" of the Brown Swiss was evidenced by the 124 cattle of that breed, one of the largest shows ever presented at Waterloo. Lancaster's College Boy was judged the senior and grand champion male and Jane of Vernon was similarly honored among the cows.

Although the Ayrshires numbered only 78 the competition was keen. Fair Field's Admiral was crowned senior and grand champion Ayrshire bull and the two-year-old heifer, Cavalier's Queen of Diamonds 7th, won senior and grand champion female honors. "In the dairy industry", observed Judge Earl Weaver, "the impression gradually has grown up that Waterloo is the court of last resort. Judgment pronounced upon cattle at the dairy show here is final and absolute."

The activities of the 4-H clubs were in evidence throughout the Silver Jubilee. Champion 4-H dairy cattle judging teams were entered from thirteen States. Iowa won high honors when the Fayette County team took first place. Robert Lage of Davenport was declared the champion 4-H club showman. A total of 259 cattle were entered by Iowa 4-H club exhibitors and some of the boys and girls displayed better showmanship than that exhibited in the open class.

Although smaller in number than in 1933, the

National Belgian Horse Show was "superb in style and quality" for the Silver Jubilee. Fully two-thirds of the 178 horses entered belonged to the 27 Iowa breeders. Six exhibitors hailed from California, Minnesota, Nebraska, and Illinois. The judging was done by that veteran horseman, George Potts, who awarded the senior and grand championship to Rowdy De Or in the stallion class. Roachdale Hazel won the same honors among the mares.

A walk through the three great exhibition halls and ten acres of outdoor exhibits revealed an amazing variety of farm and dairy machinery. Fully a hundred Iowa exhibitors were on the grounds for the Silver Jubilee. Sixty more hailed from points as widely separated as Peterboro, New Hampshire, and Oklahoma City. In addition, about fifty concessions and fifteen government exhibits were scattered about the grounds.

The loyalty of exhibitors to the Dairy Cattle Congress is attested by the fact that ninety-five per cent come more than once. This year plaques were awarded to five firms which had exhibited each year since the opening of the dairy show in 1910. These firms were the Loudon Machinery Company of Fairfield, the Associated Manufacturers Corporation of America in Waterloo, the J. B. Ford Sales Company of Wyandotte, Michi-

gan, the DeLaval Separator Company of Chicago, and *Hoard's Dairyman* at Fort Atkinson, Wisconsin. "The success of this show has been built upon good will", declared J. P. Eves of the Meredith Publishing Company. "There's a grand spirit shown here. Every exhibitor is glad to come here because he feels he will get a square deal."

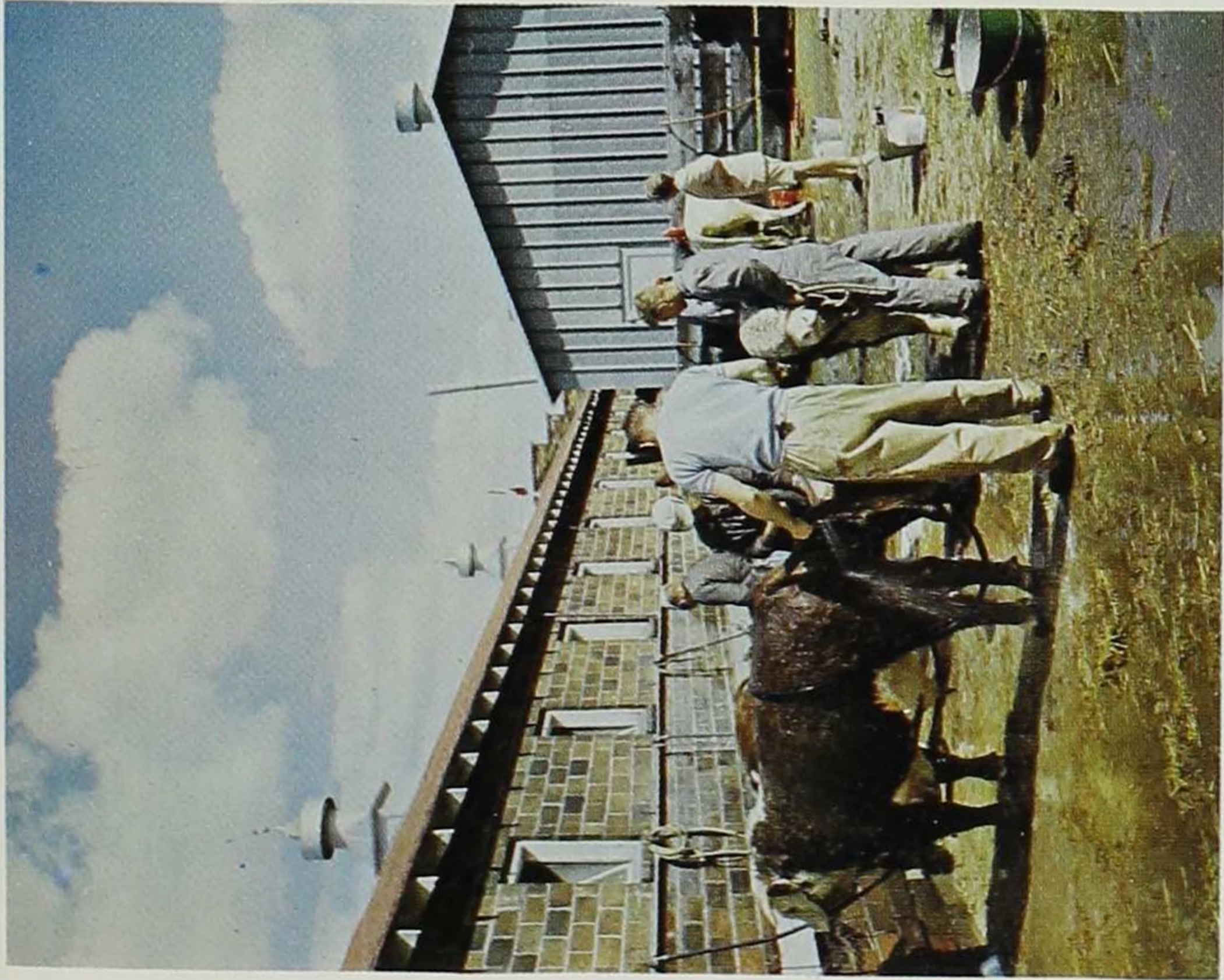
The implement sale hit a "high level" during the Silver Jubilee. One company sold \$35,000 worth of merchandise. Anything from corn elevators to wind mills found ready purchasers: one firm sold 26 shredders, another disposed of 30 cream separators, while one exhibitor rejoiced over the sale of 41 wagon boxes. The fact that a purchaser was found for a manure spreader with "knee-action" front wheels is noteworthy.

The performances in the Hippodrome during the Silver Jubilee measured up to former high standards. Band concerts and snappy drill teams opened each performance, the crowd standing at respectful attention while the Boy Scouts performed the flag-raising ceremony. The saddle horse show and circus performance was given each afternoon. In addition to these regular attractions, the evening show included the spectacular parade of Belgian horses and the kings and queens of the dairy world. The amusement pro-

gram included such features as dazzling aerialists, Japanese jugglers and acrobats, champion Australian wood choppers and whip crackers, Arabian tumblers, triple-bar performers, dancing xylophone players, and a host of riotous clowns. Since its inception, the Dairy Cattle Congress has insisted upon clean performances. A feature of the 1934 program was the ten horse Belgian hitch driving demonstration by E. G. Stinson.

Good weather, fine livestock, diverse exhibitions, enthusiasm: all are important elements in any successful dairy show. The untiring efforts of the men behind the scenes, however, must not be omitted. The brunt of the work for the Silver Jubilee fell to Secretary-Manager E. S. Estel, who has served the Dairy Cattle Congress faithfully and efficiently since 1915. Upon the shoulders of the directors — H. G. Northey, G. W. Huntley, H. B. Plumb, L. D. Miller, C. F. Altstadt, S. D. Moore, A. W. Brown, R. I. Crowell, and H. B. Lichty — rests the destiny of a heritage conceived and fostered by such men as W. B. Barney, W. W. Marsh, Harry E. Kiester, Hugh G. Van Pelt, and William Galloway. The dairy-men of Iowa and the nation have faith in the future of the Dairy Cattle Congress.

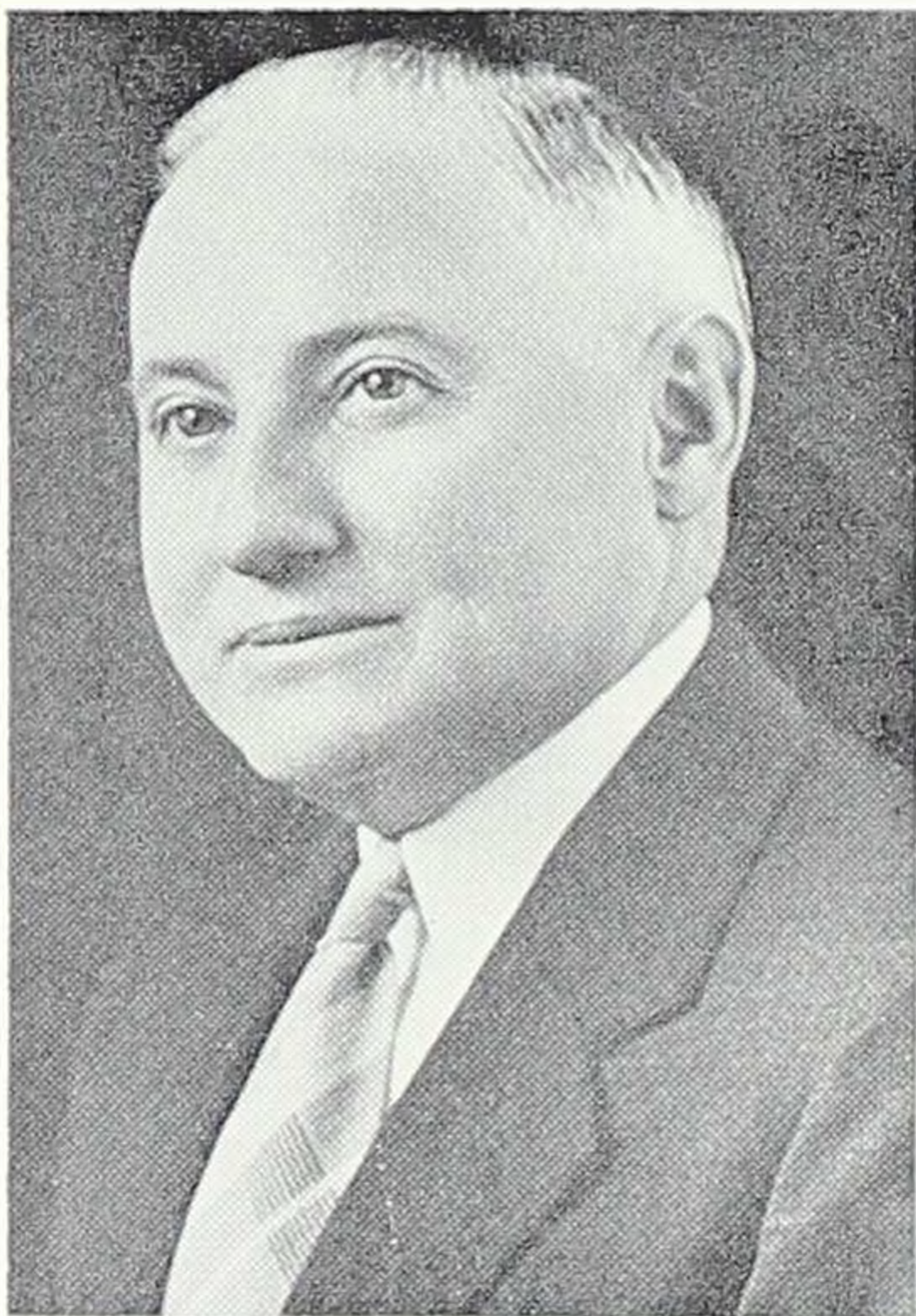
WILLIAM J. PETERSEN



Only the best compete at the Congress.



Farm machinery exhibits attract thousands.

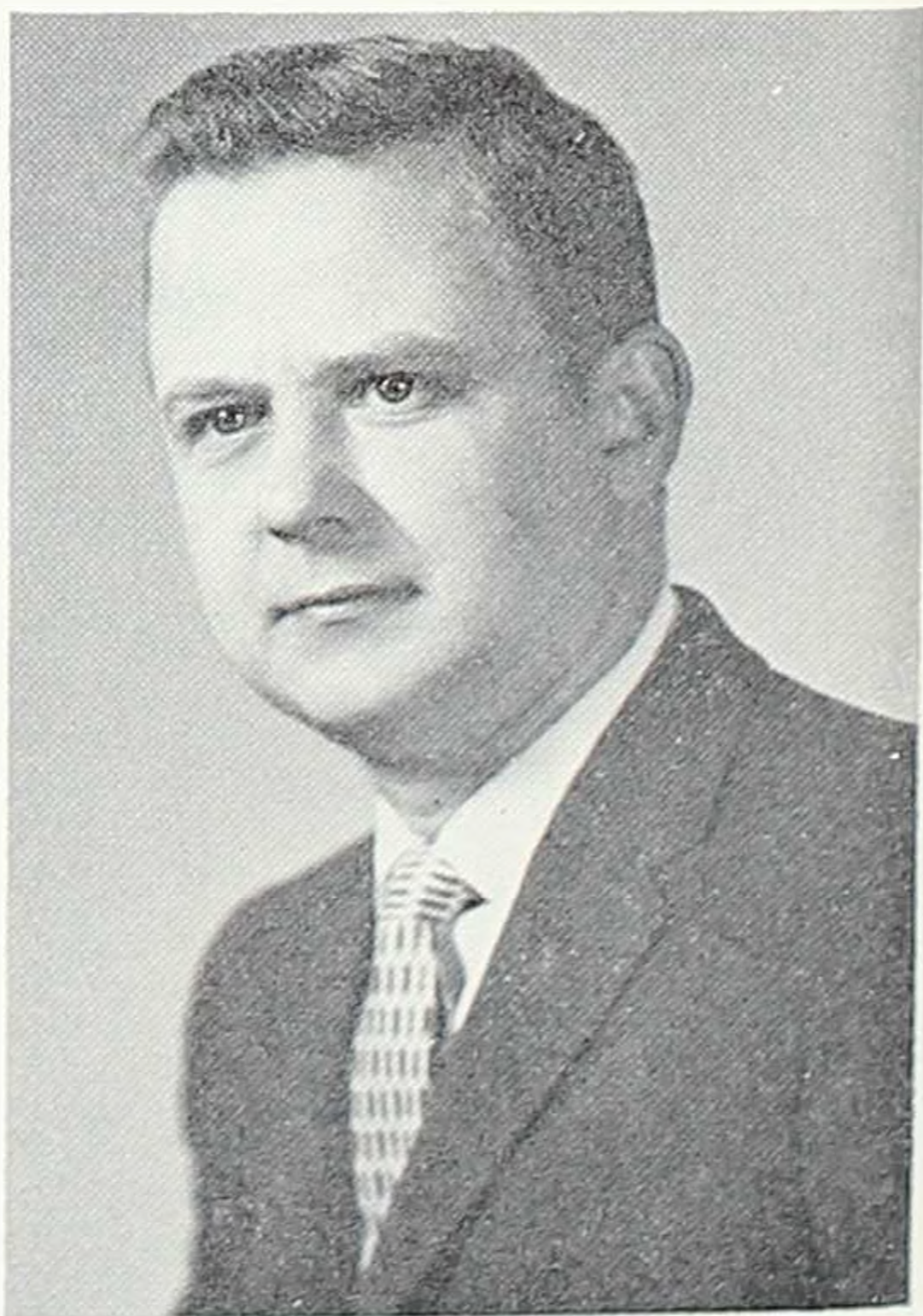


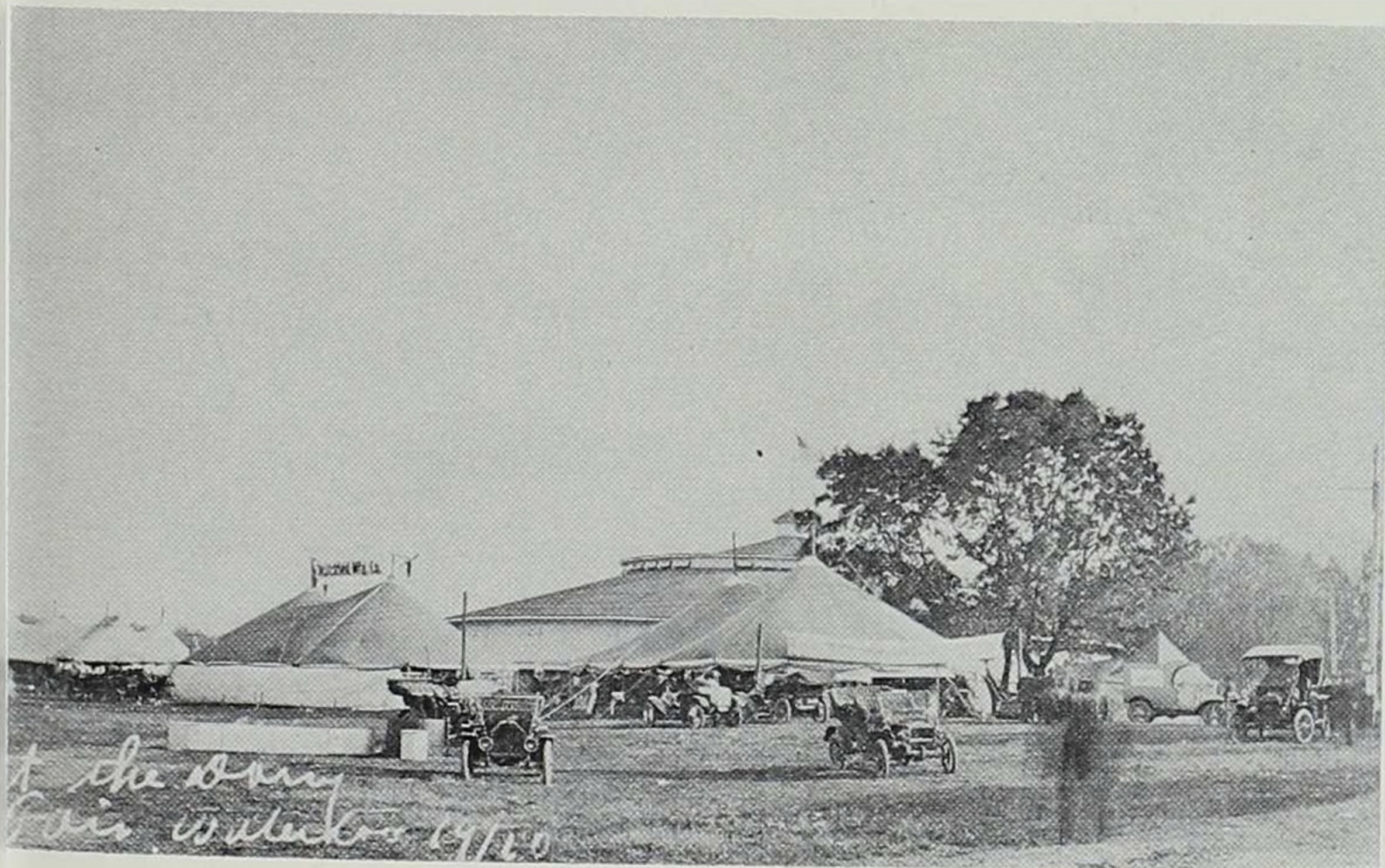
E. S. ESTEL

First full-time Secretary-Manager of the Dairy Cattle Congress who "ran the show" for 42 years. He was knighted by King Albert of Belgium for his work with the National Belgian Horse Show.

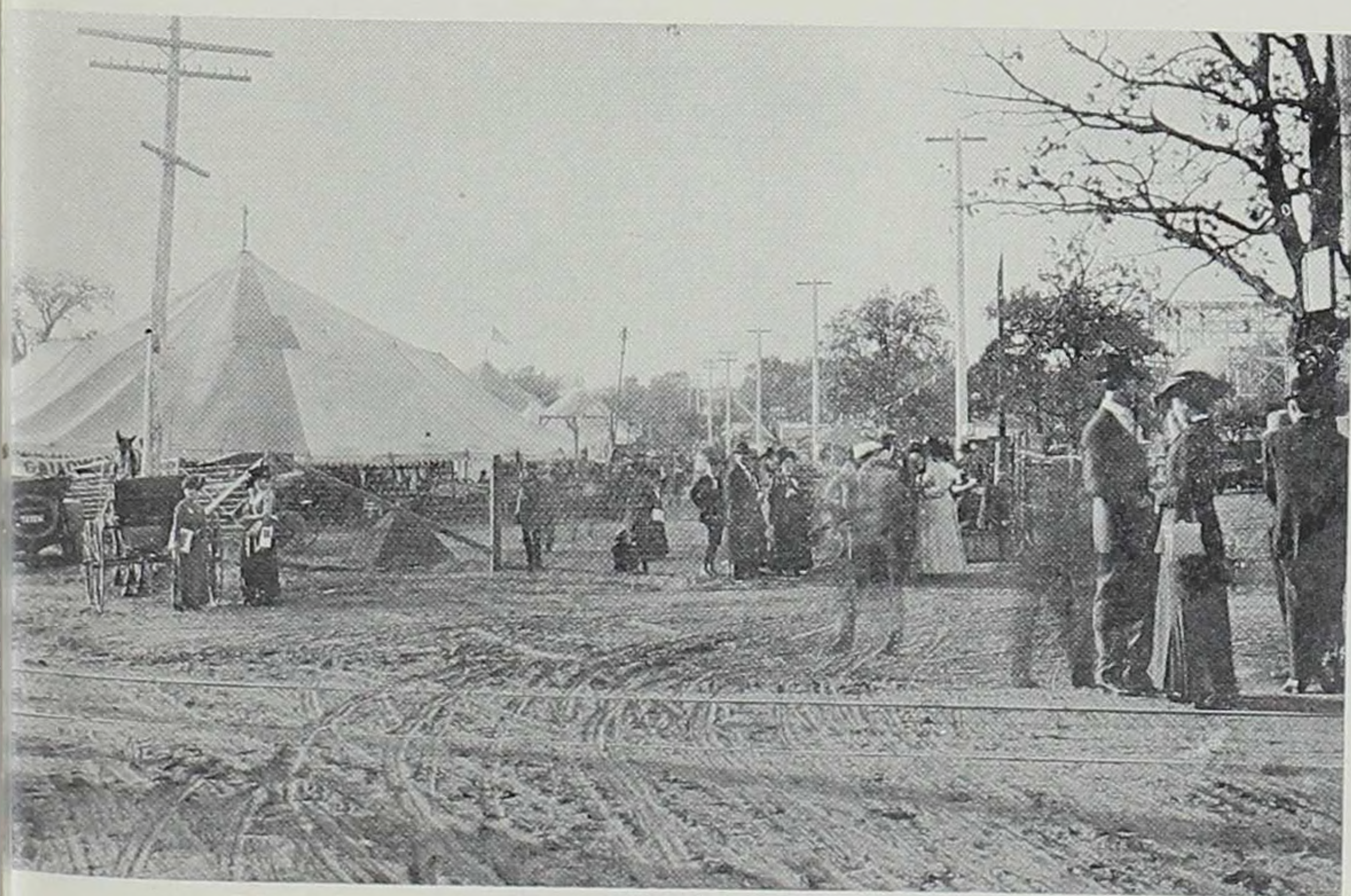
MAURICE TELLEEN

Secretary-Manager of the Dairy Cattle Congress from 1961 through 1972. Telleen is also Editor-Publisher of *The Draft Horse Journal*.

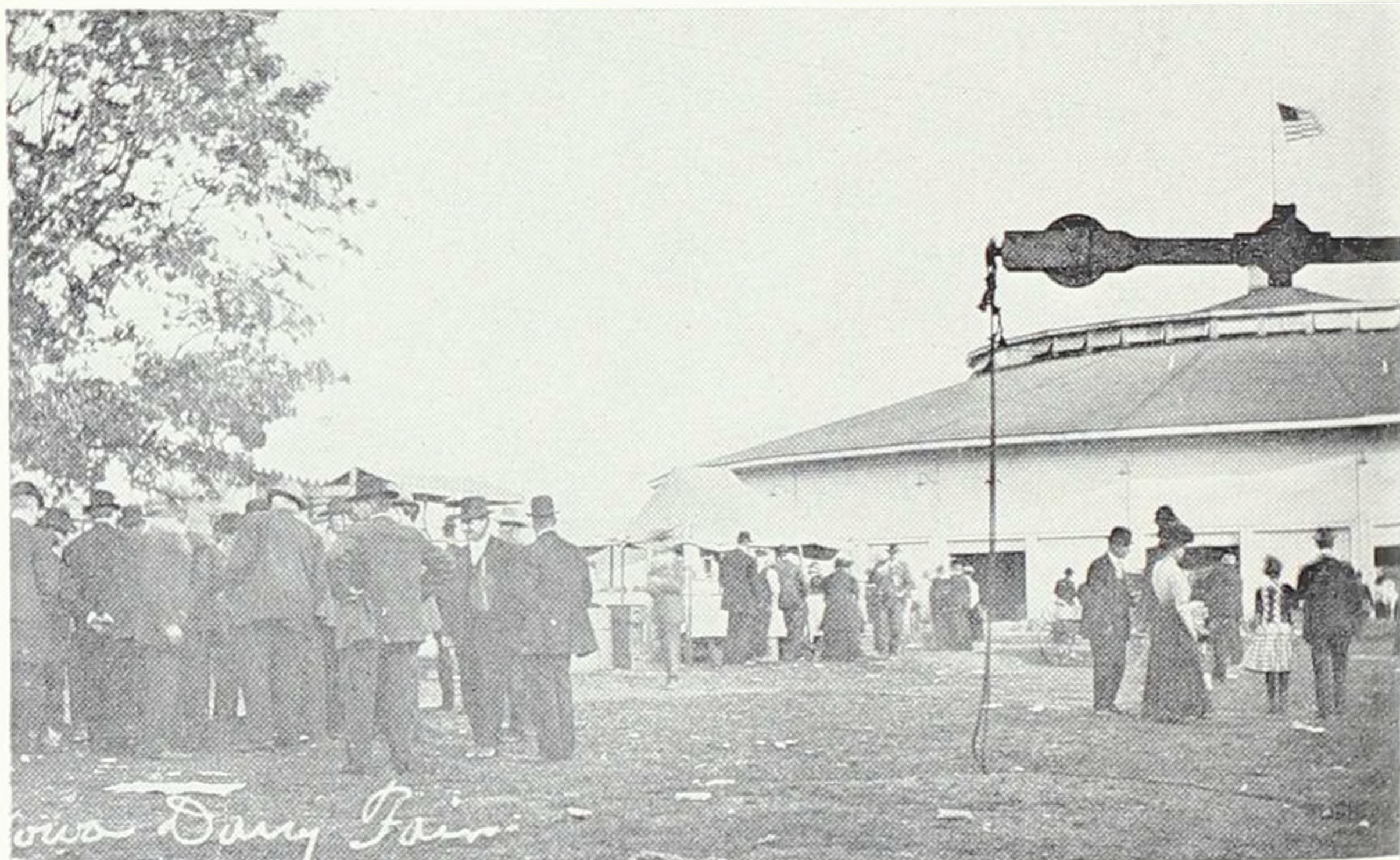




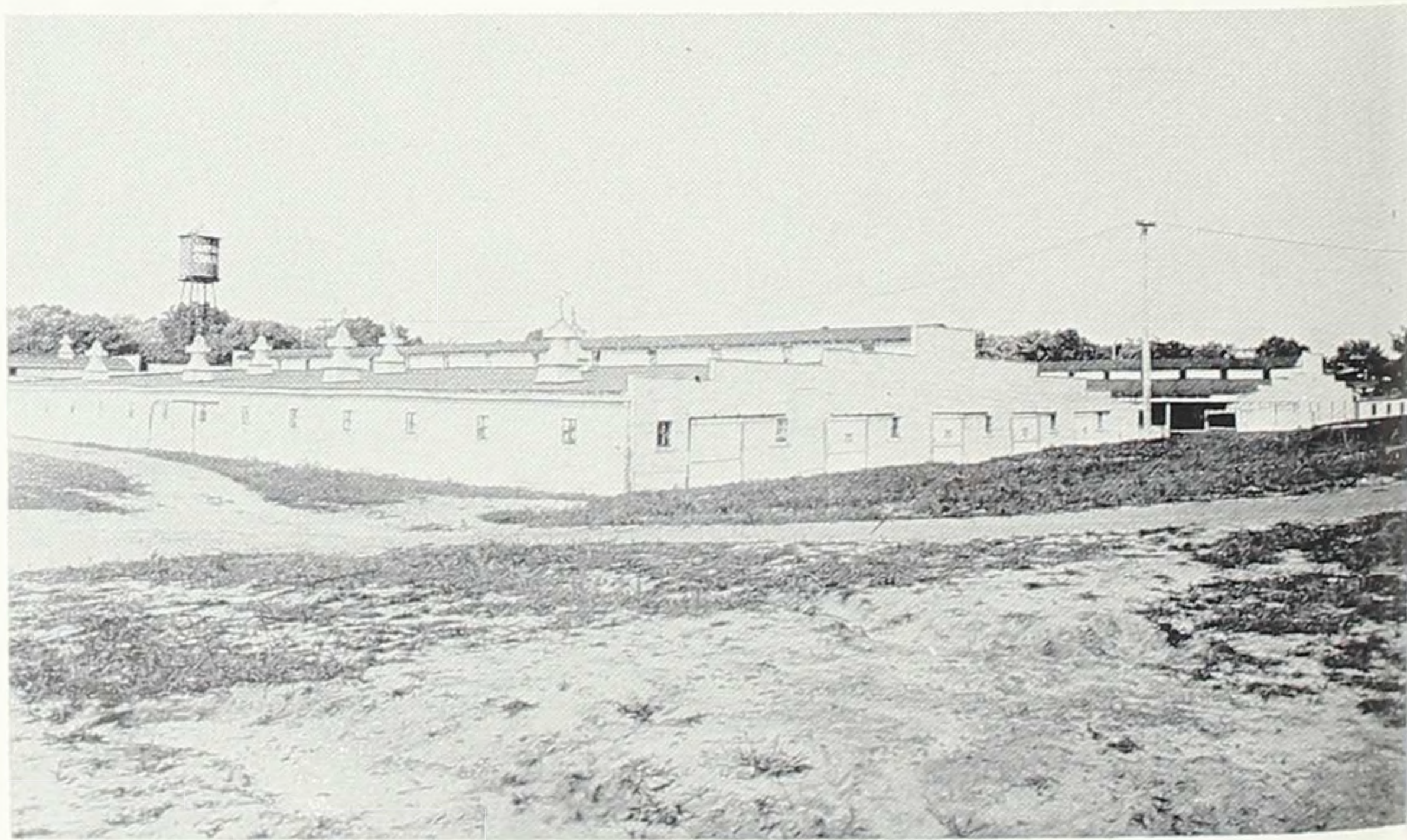
The original Dairy Cattle Congress was held in Chautauqua Park.



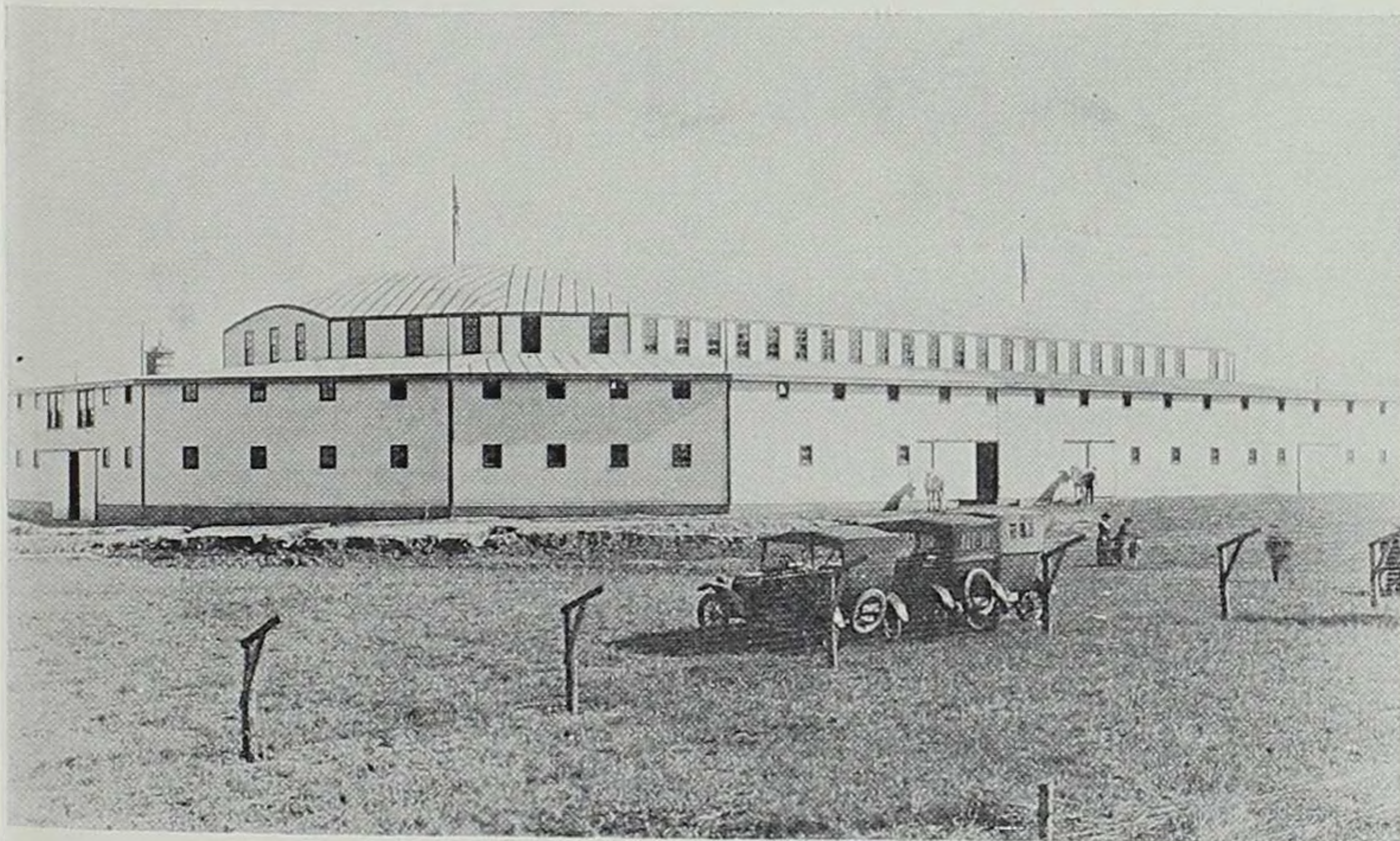
Most of the early activities were carried on under canvas tents.



From the start, crowds always gathered at the Dairy Cattle Congress.



The first cow barns on the present Dairy Cattle Congress grounds were wooden structures built in 1912. Note the water tank in the background.



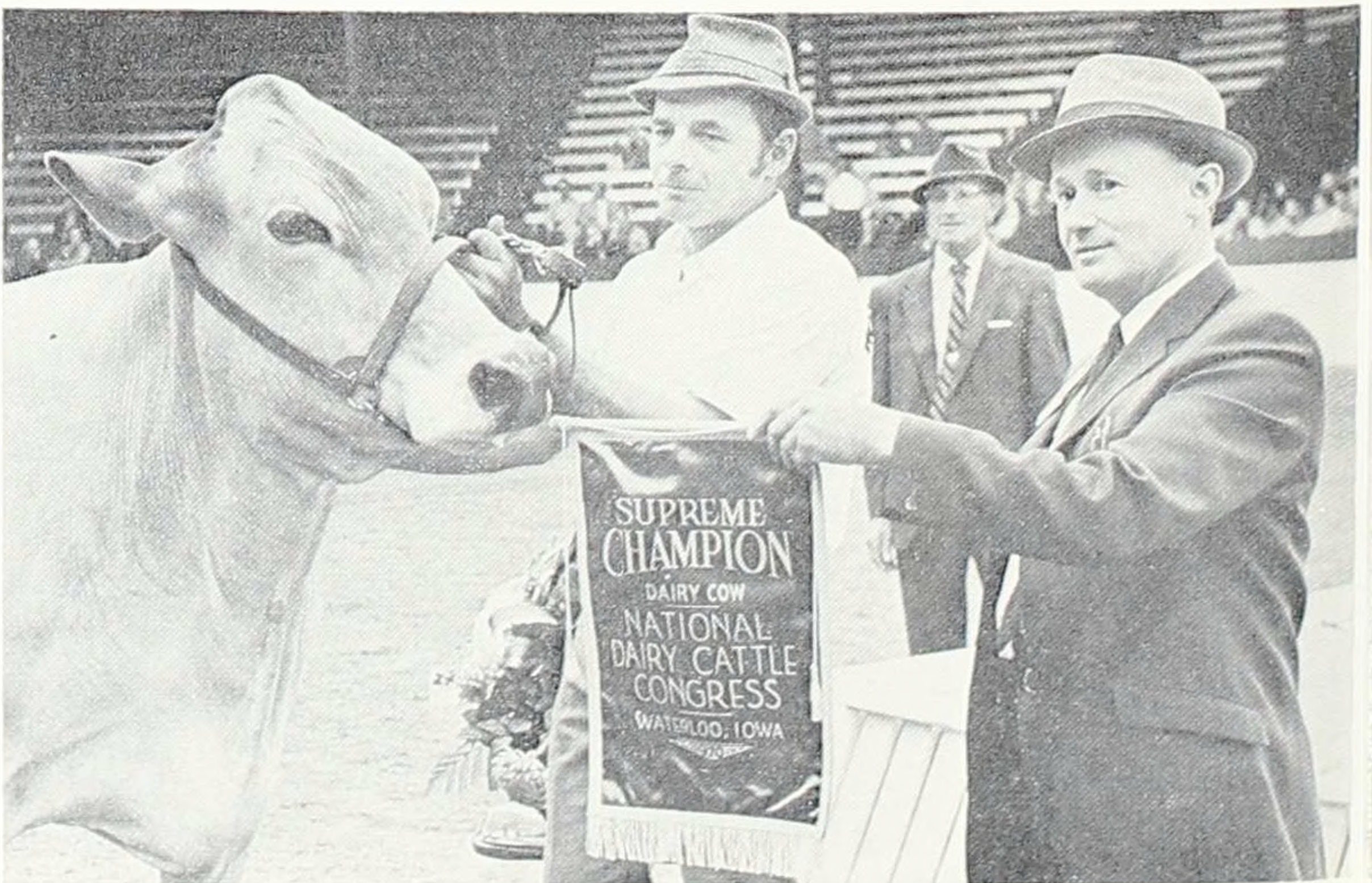
The first Hippodrome was built in 1919.



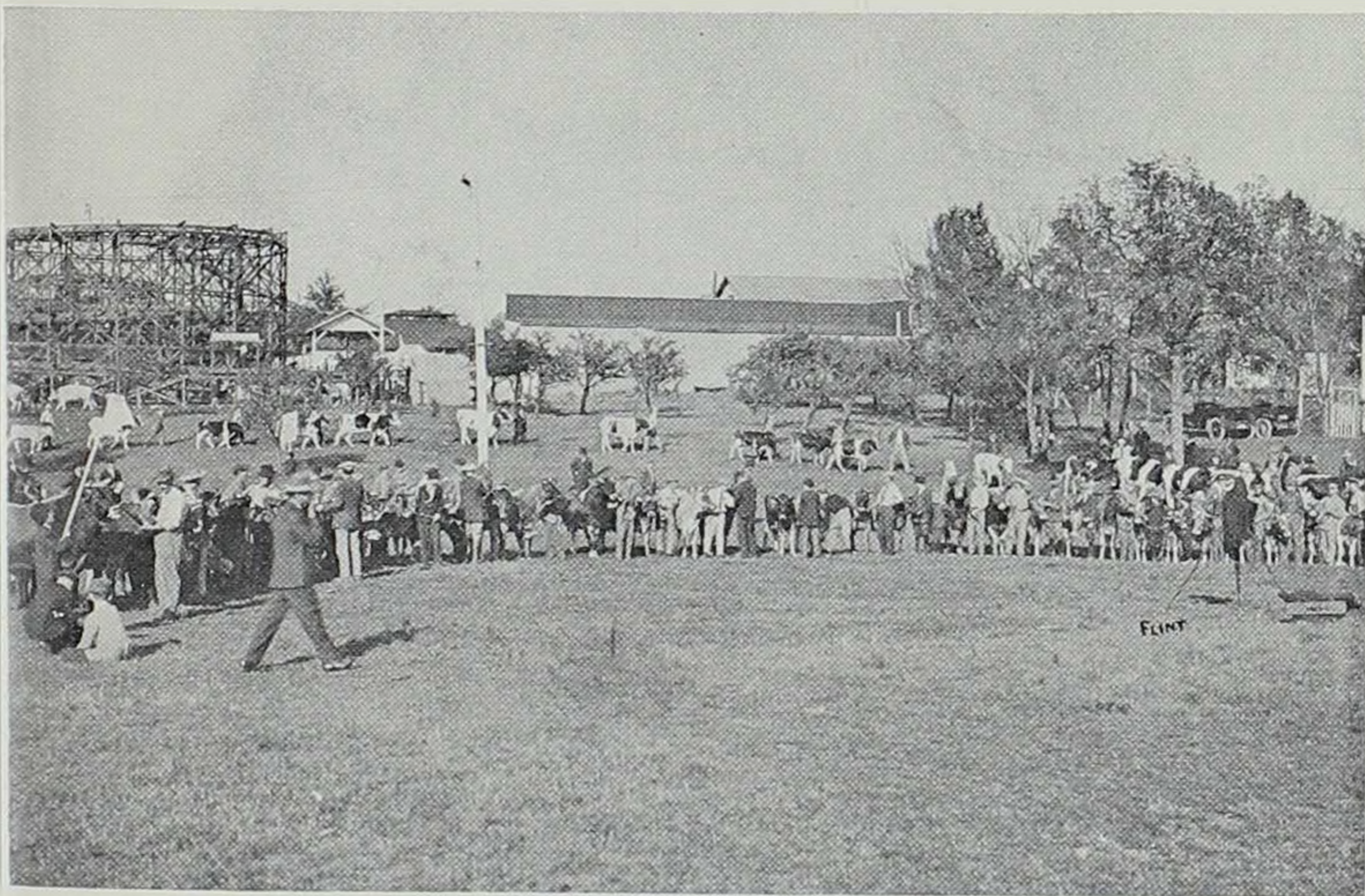
Crowds gather to watch the teams of draft horses assemble for entrance to the Hippodrome of today.



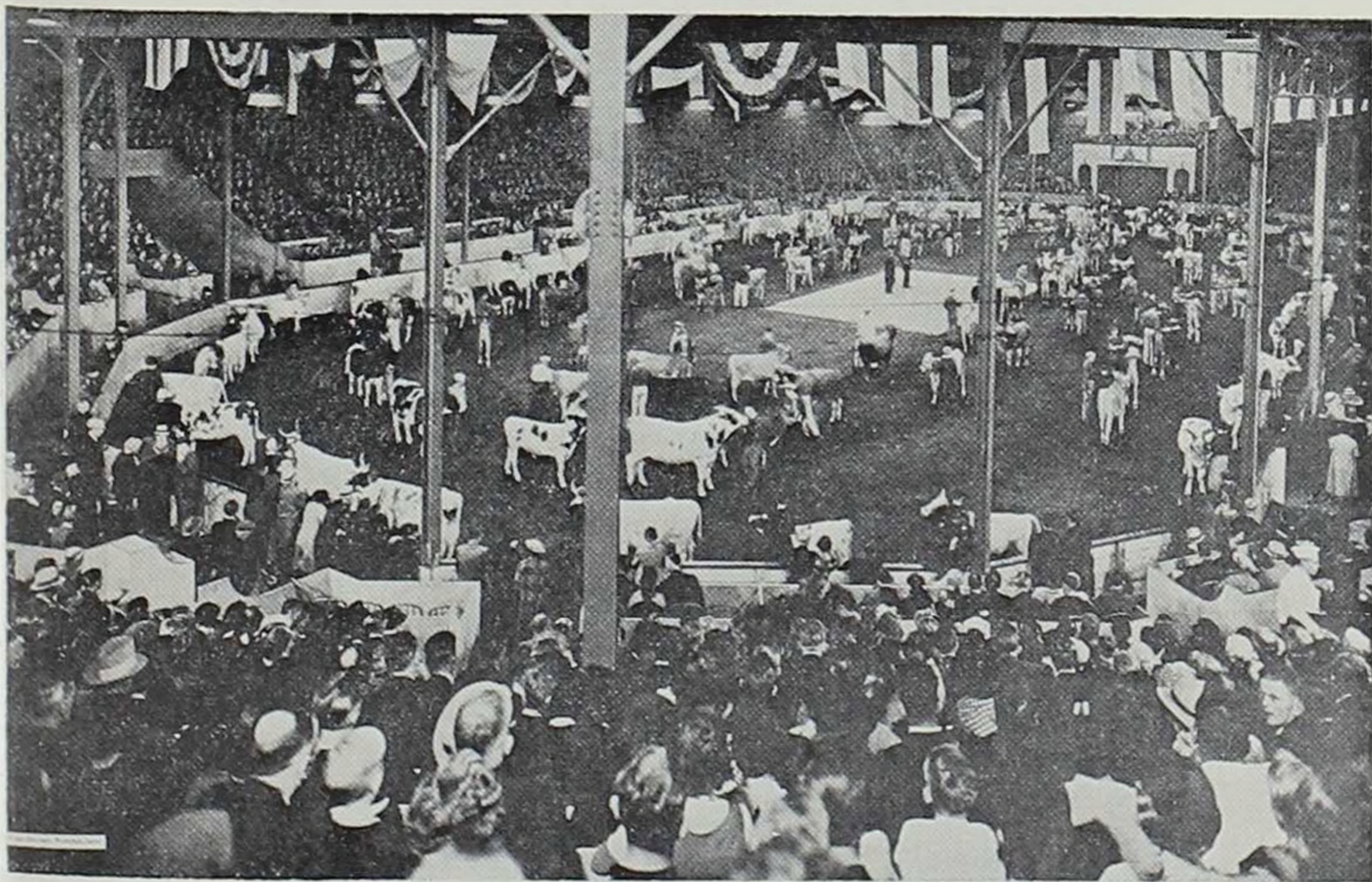
Jane of Vernon, "Queen Mother" of the Brown Swiss line, won the Grand Champion Award at the National Dairy Congress in 1932, 1933, 1934 and 1936.



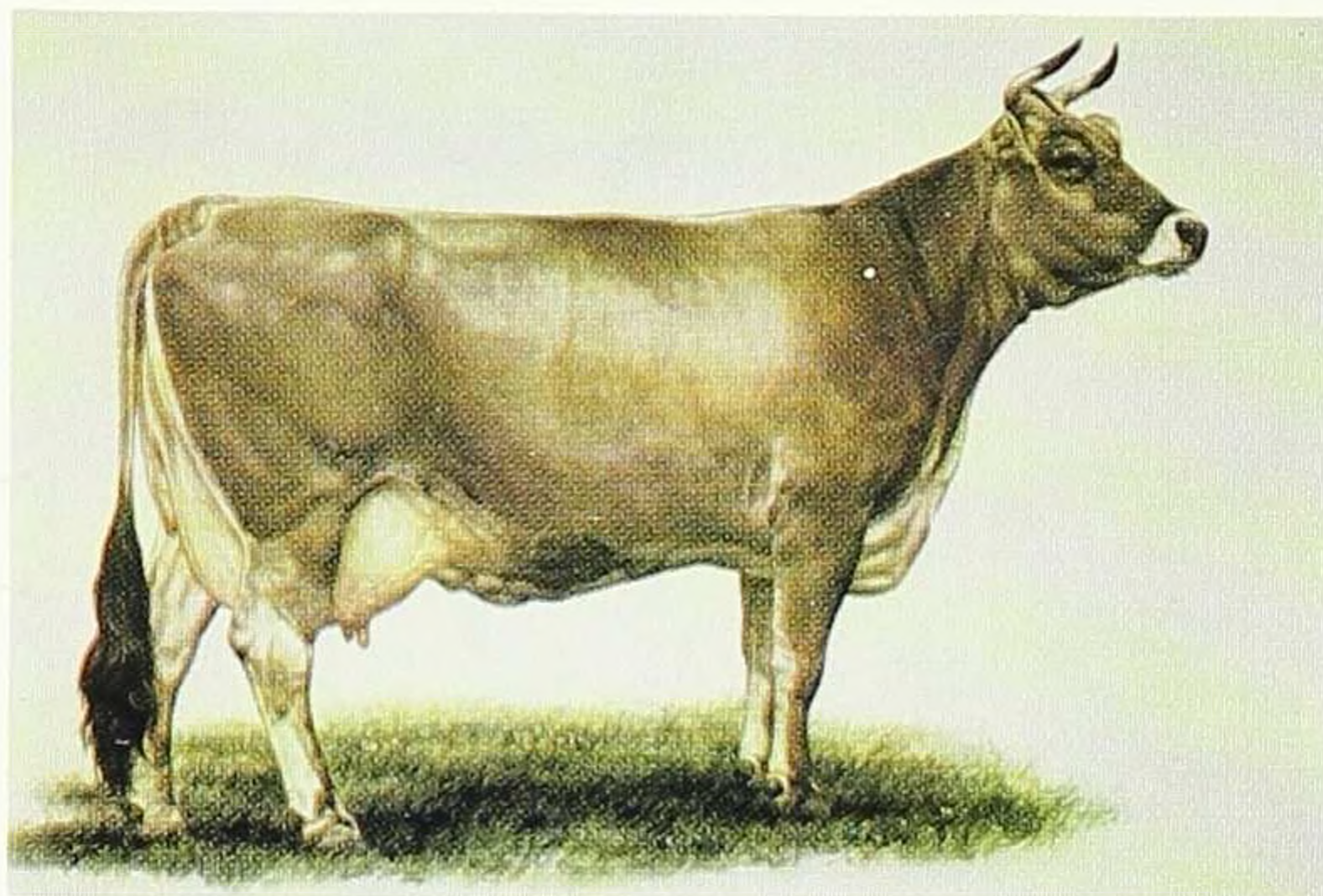
A dairy cattle breeder from England makes the presentation to the Supreme Champion Dairy Cow—a Brown Swiss.



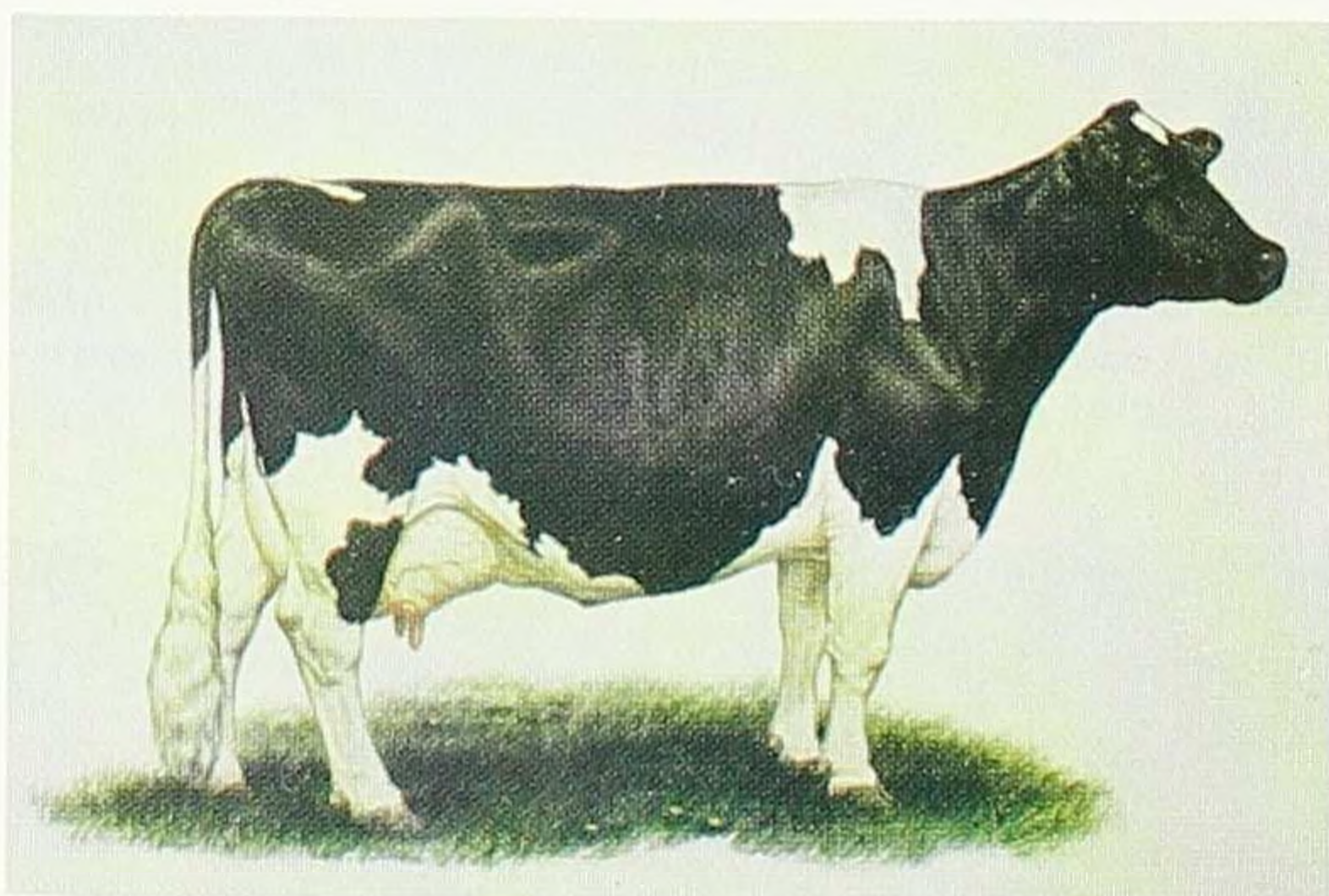
The "walk-around" preliminary to judging at the 1912 Congress—
the first to be held on the present grounds.



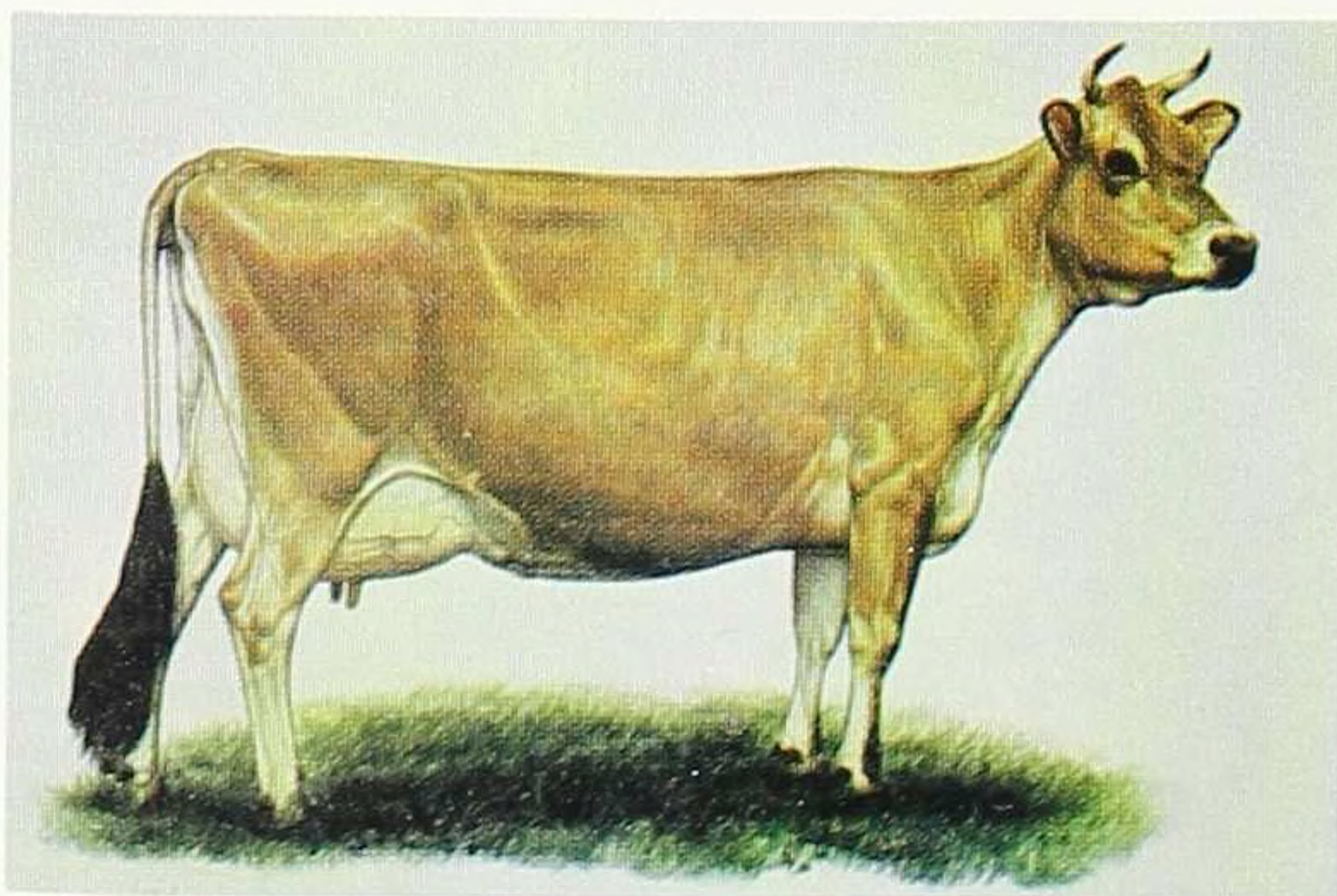
The serpentine parade of dairy cattle, long a tradition at Hippodrome performances,
has been discontinued because of the time required to show all the entries.



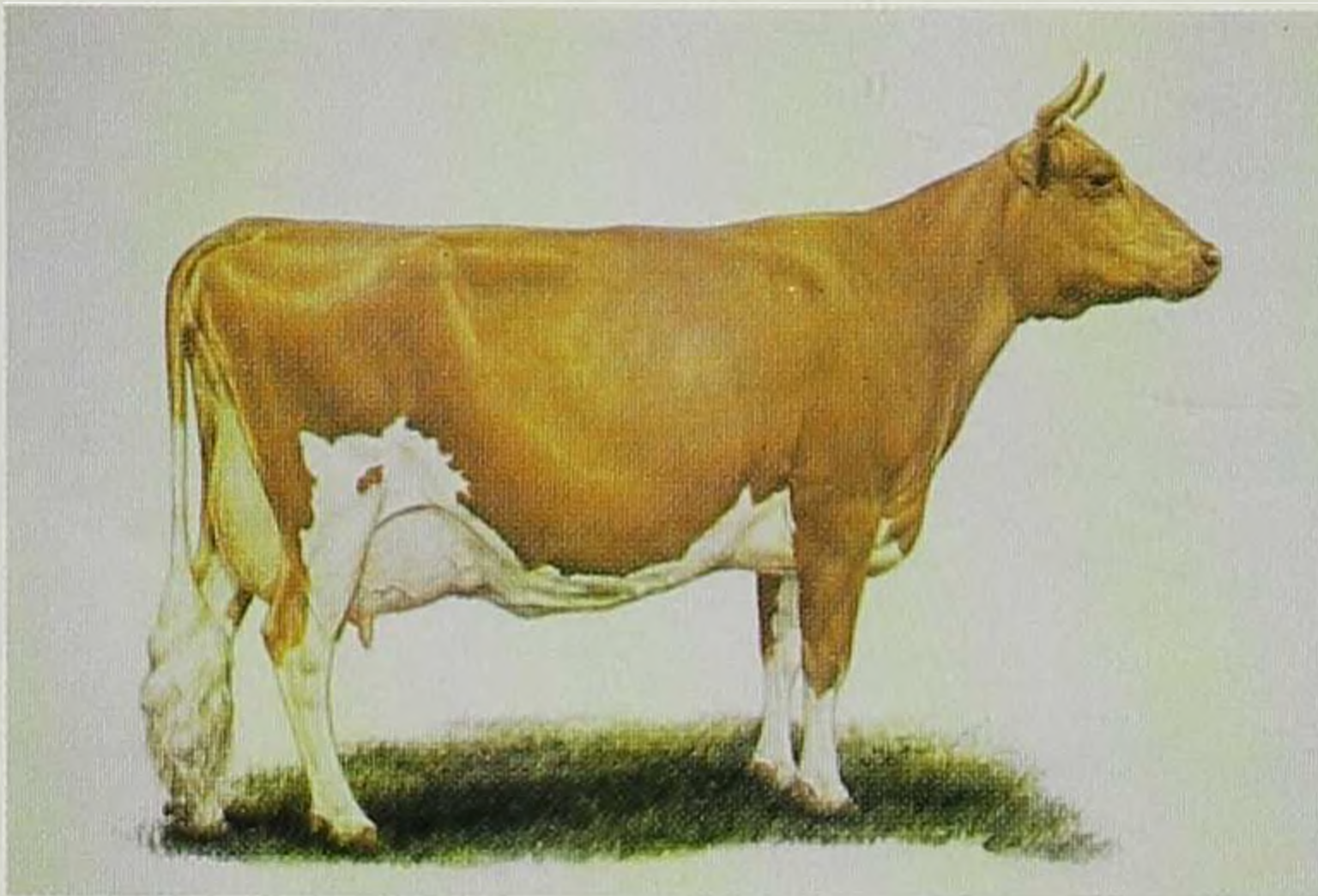
Brown Swiss



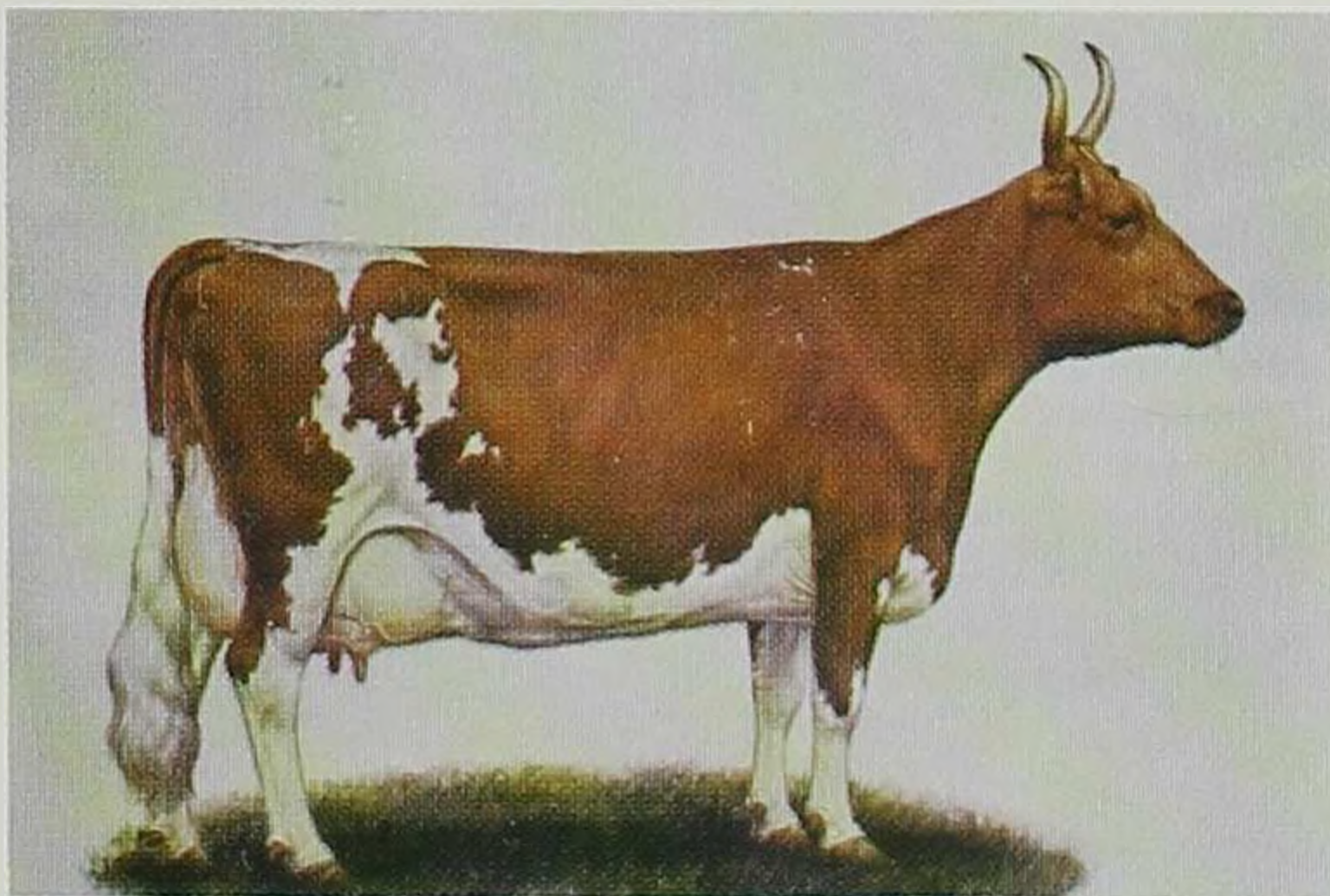
Holstein



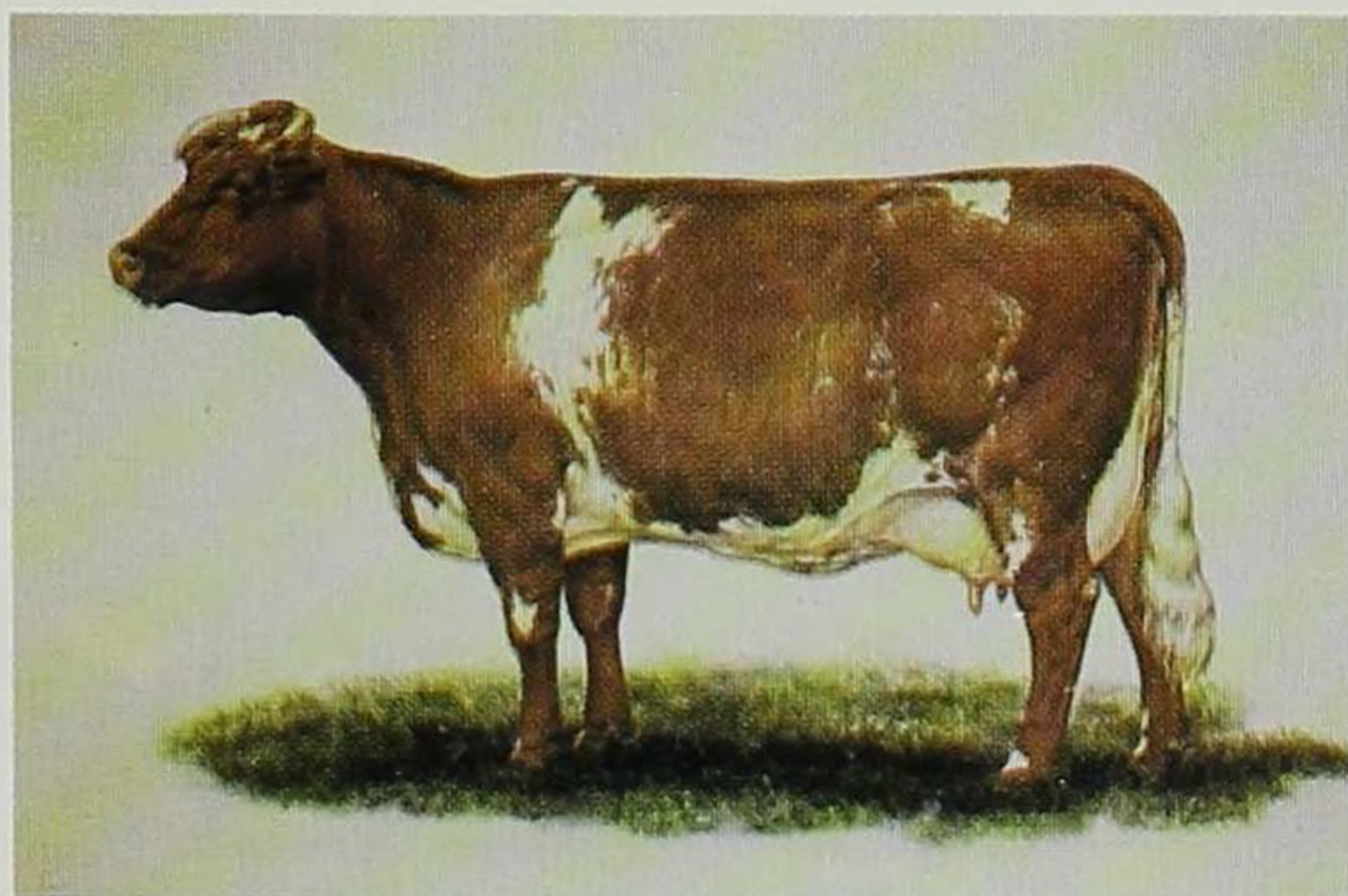
Jersey



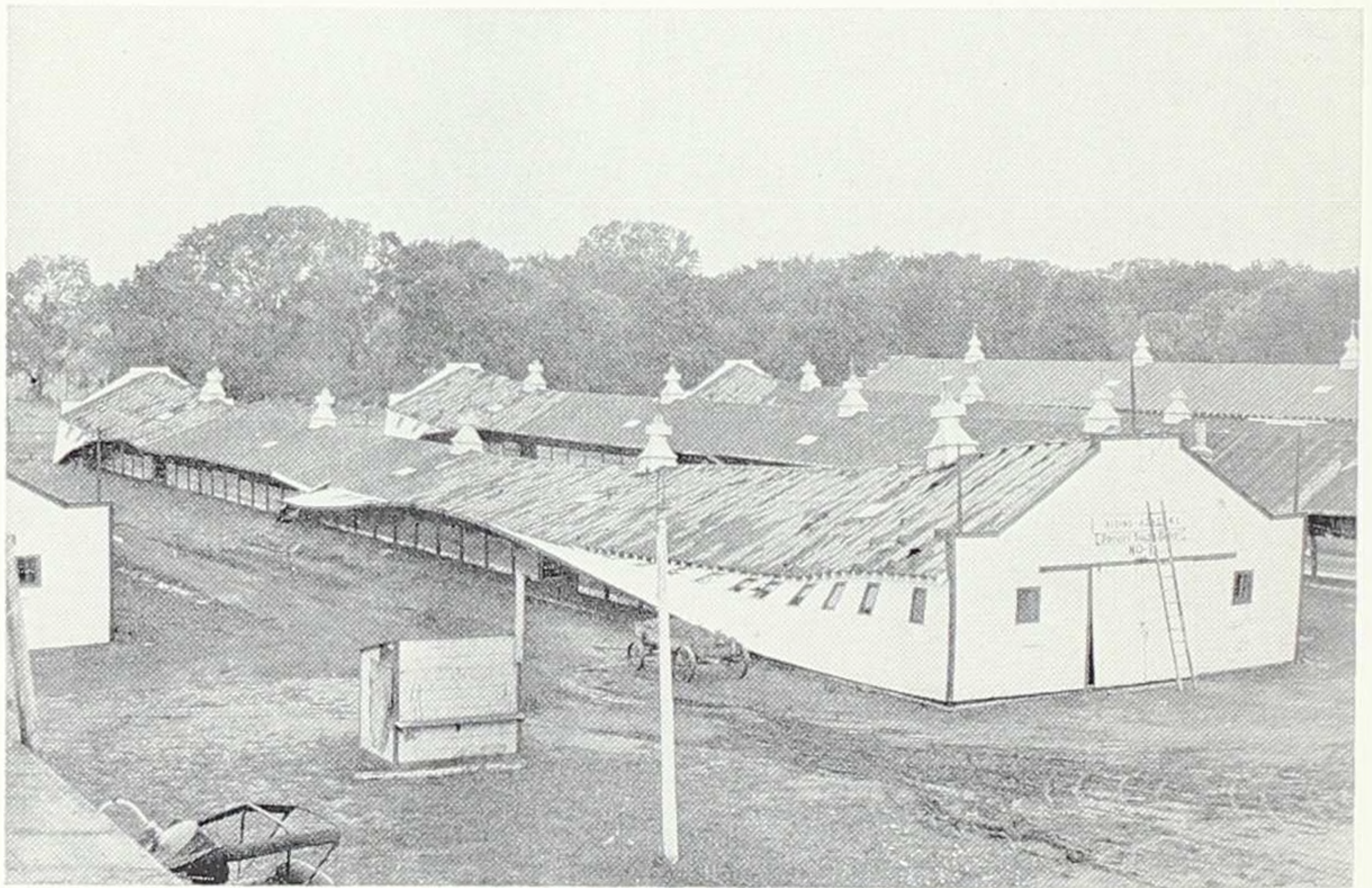
Guernsey



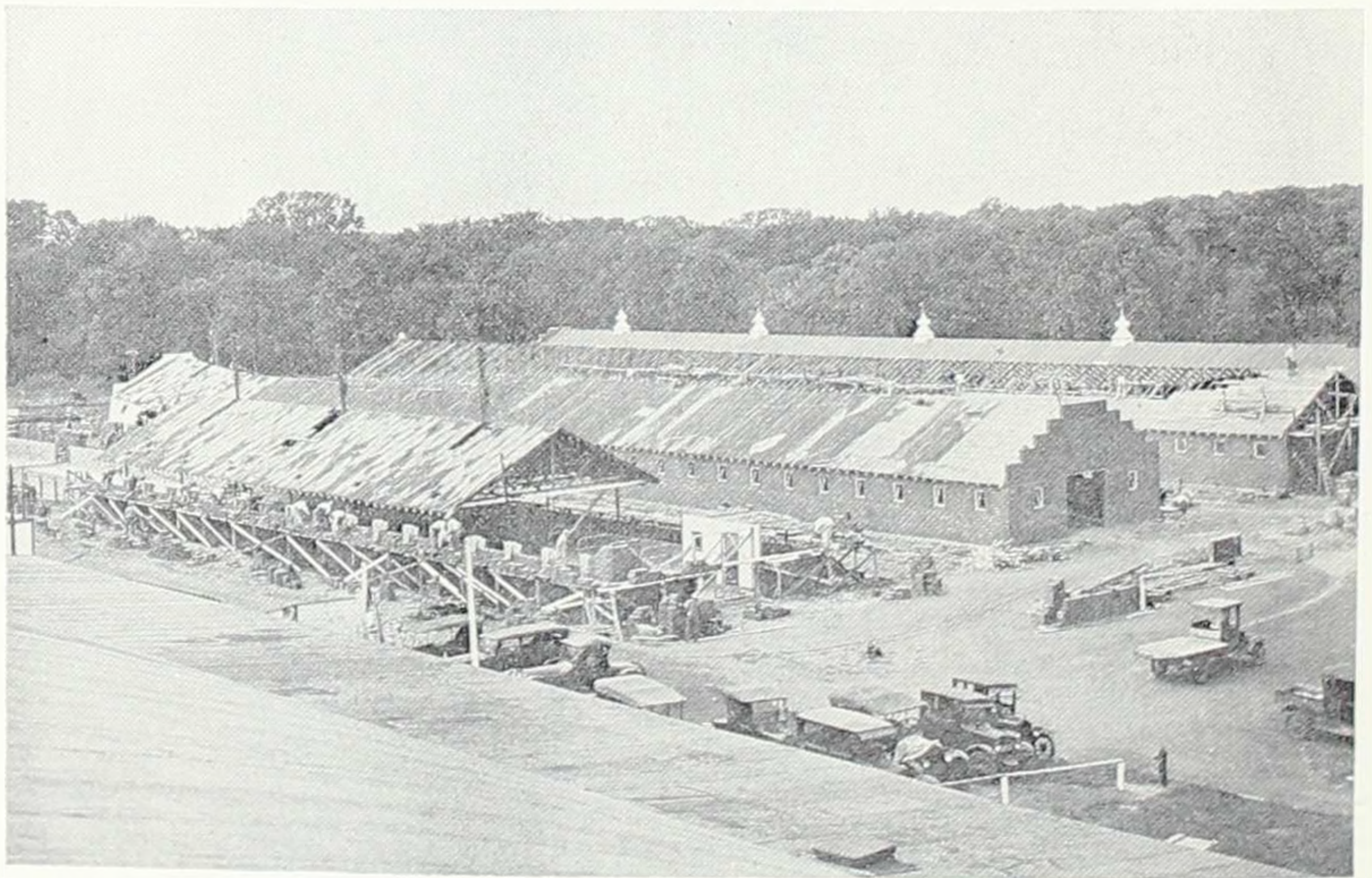
Ayrshire



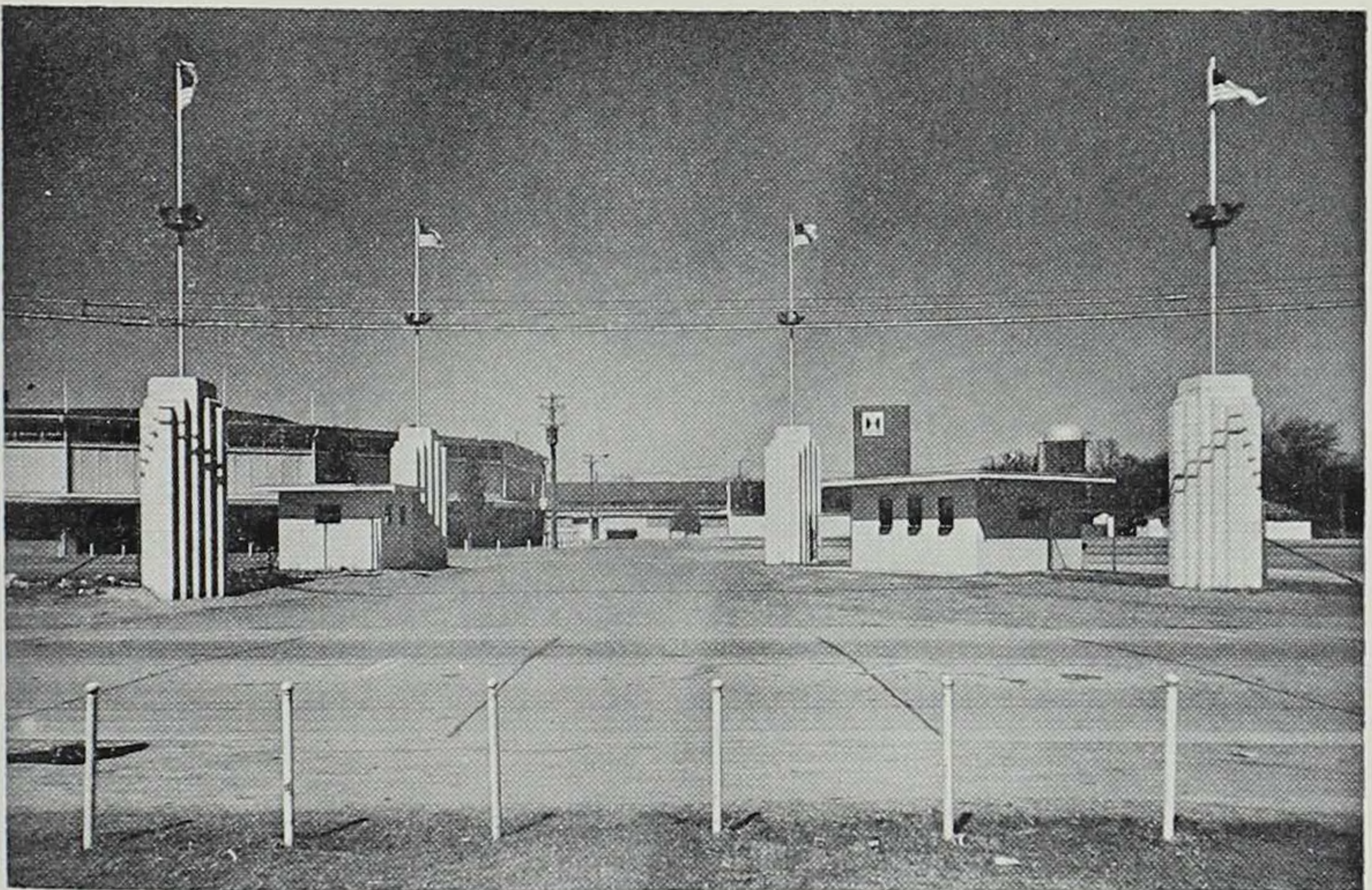
Milking Shorthorn



Windstorm devastation of wooden cow barns on September 8, 1925, a few weeks before the 1925 Congress was scheduled to open.



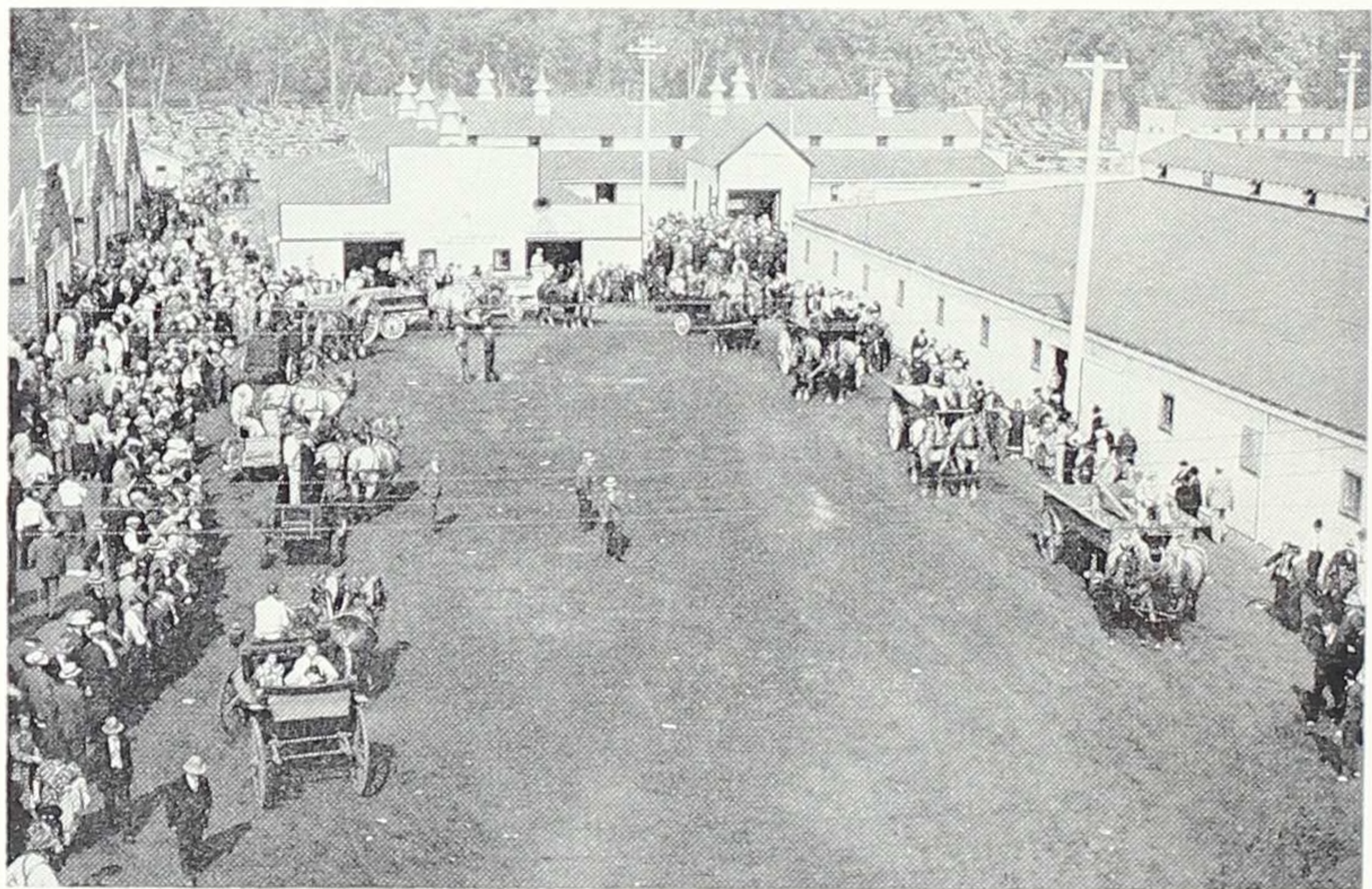
Immediately after the above destruction, the John G. Miller Construction Company of Waterloo rallied all the stone masons, bricklayers, and carpenters in town. By September 15 the work had progressed thus far and the Congress opened on schedule.



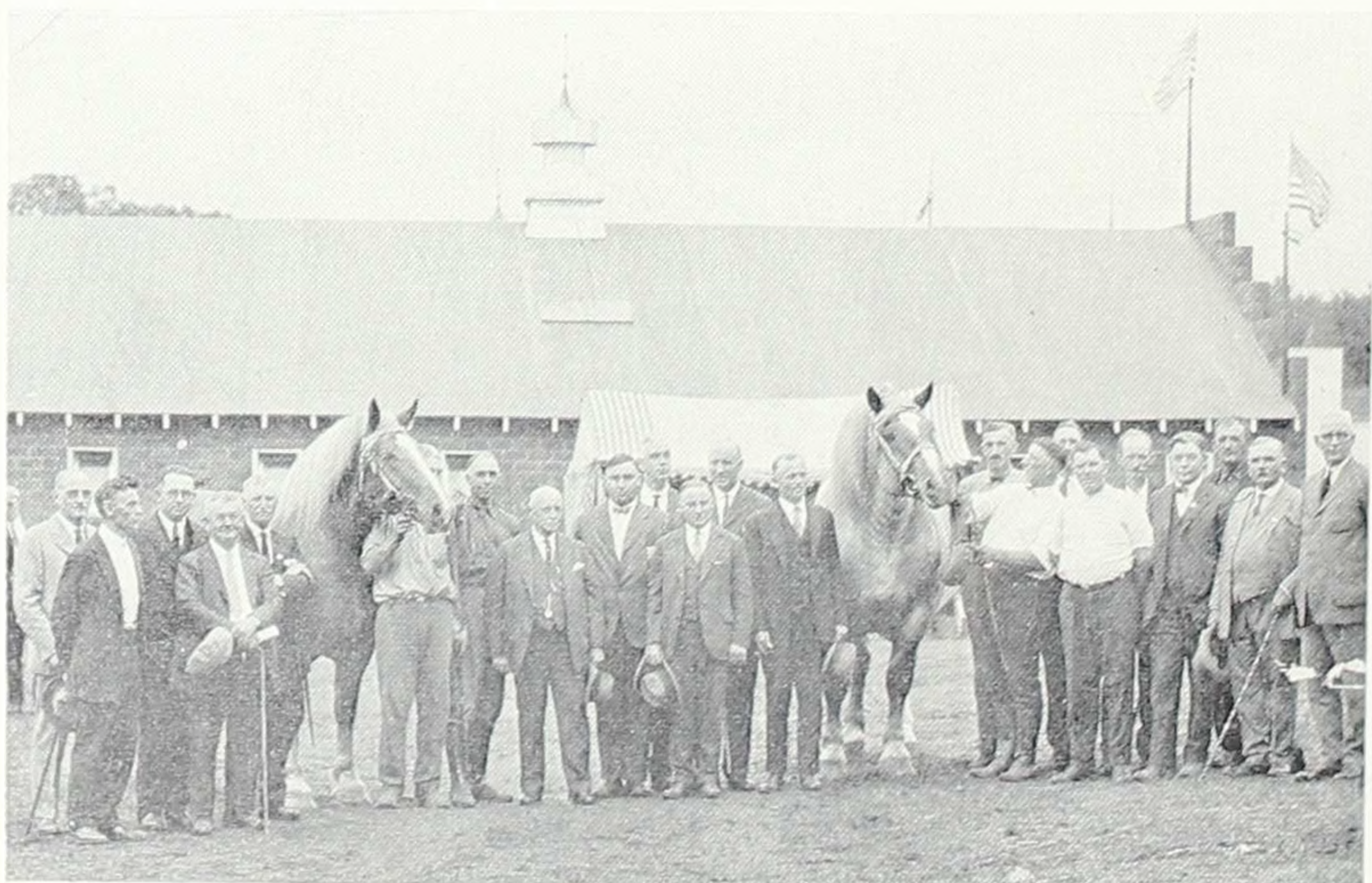
Main Entrance to the Dairy Cattle Congress grounds in 1972. Building in the background is Estel Hall while the Hippodrome appears on the left.



Interior of Estel Hall—the main industrial exhibit building. Many changes in the products exhibited have appeared over the years.



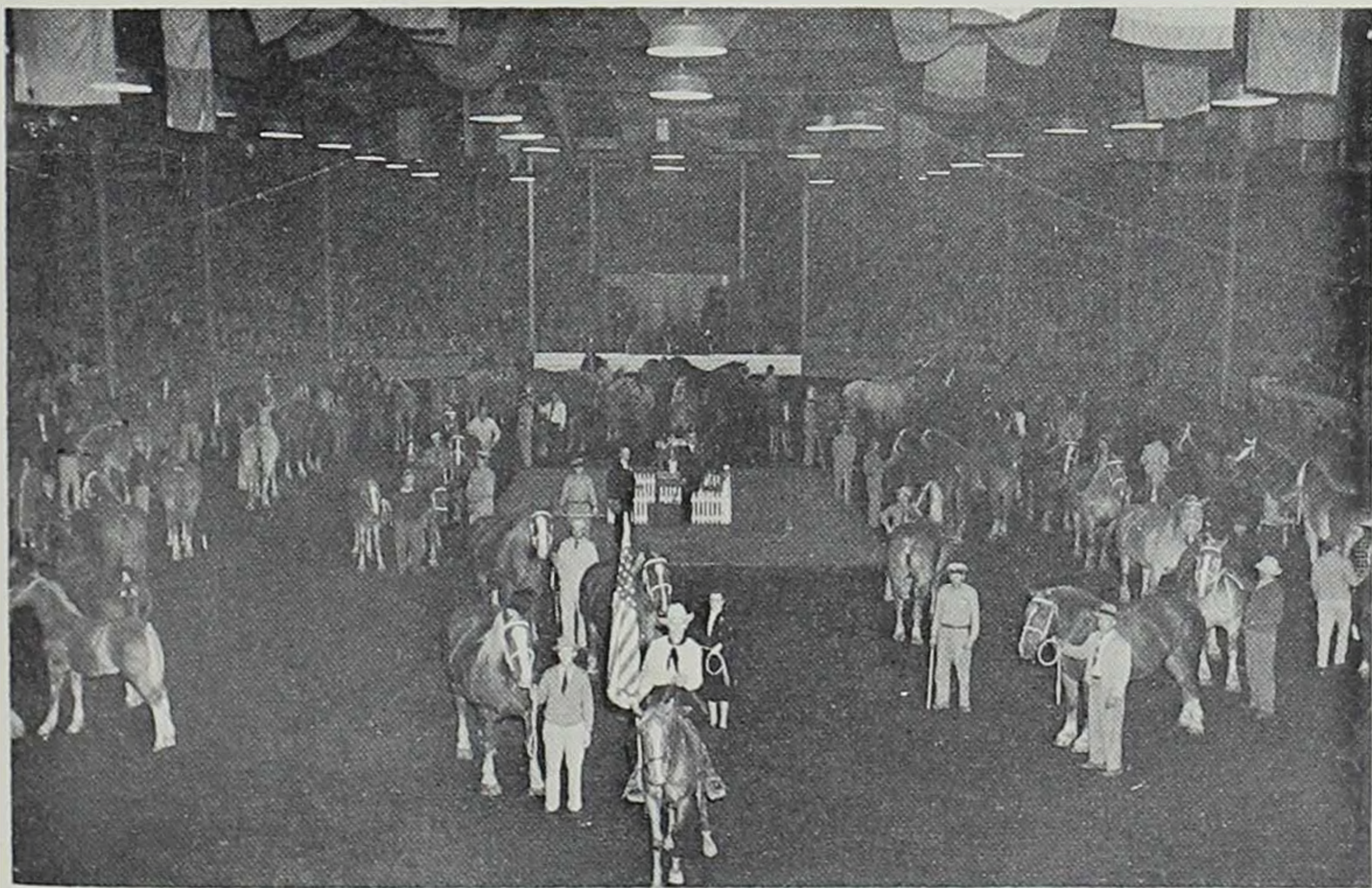
Judging draft horses during the later 1930's. The Belgian Horse Show was a feature of the Congress from 1919 through 1957.



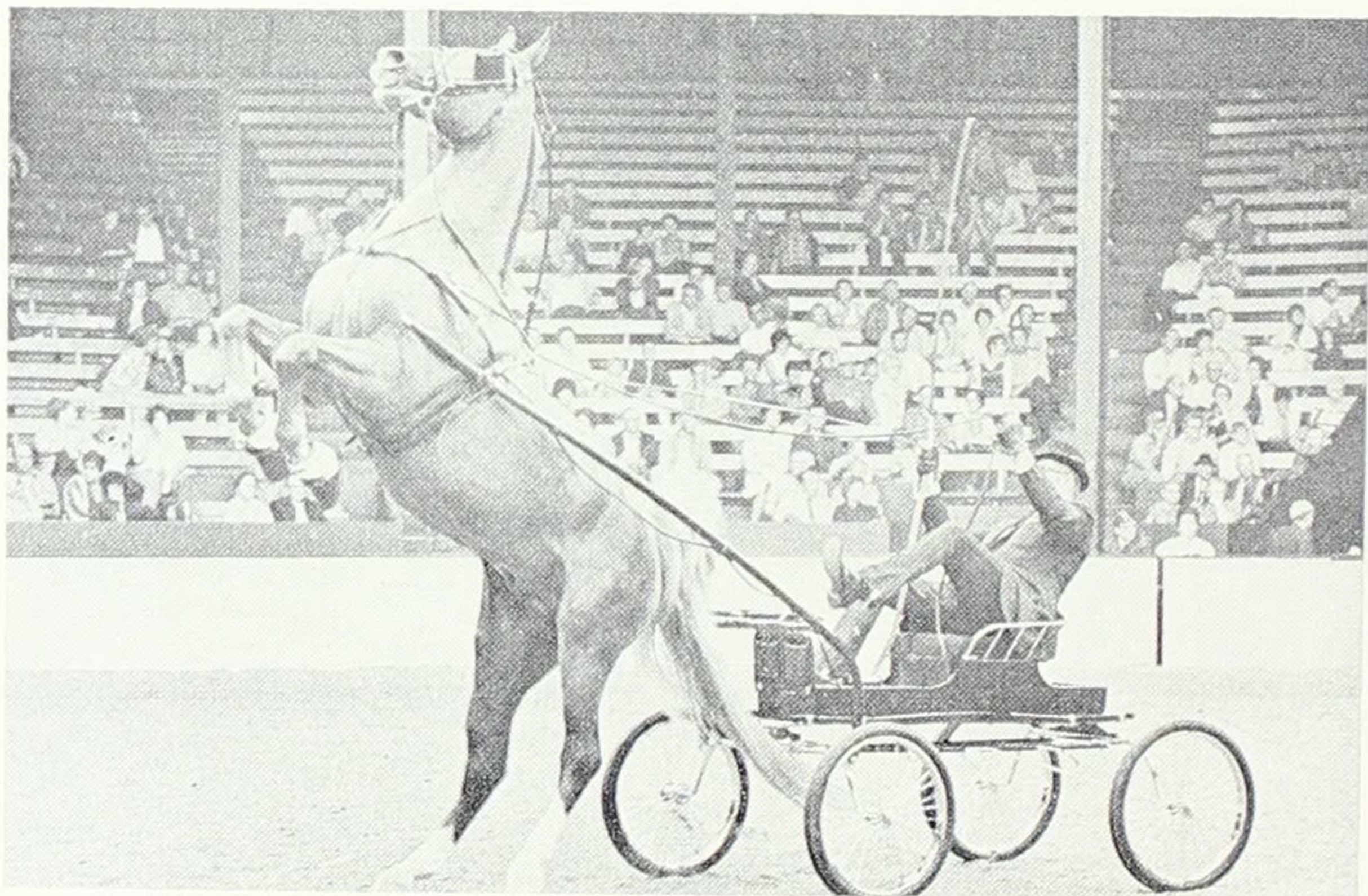
Belgian royalty attended the National Belgian Horse Show in 1926. Stallion at right is Royal Farceur.



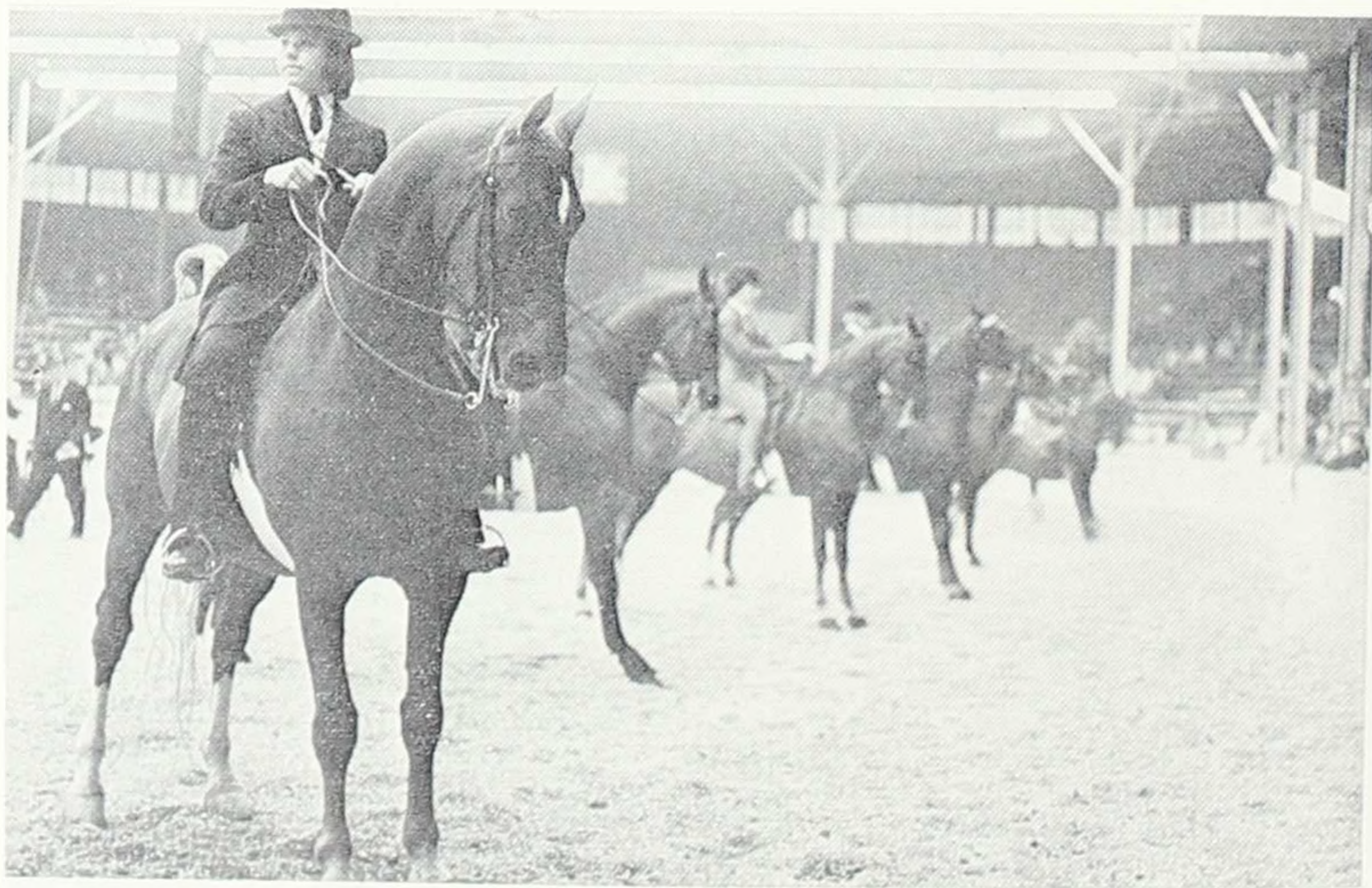
Auction of Farceur in front of the grand stand at the Cedar Valley Fair in Cedar Falls on October 16, 1917. The great roan stallion (nearest the camera) sold for \$47,500. He was retired from the show ring before the National Belgian Horse Show began in 1919.



Draft Horse Parade at the National Horse Show in Waterloo.



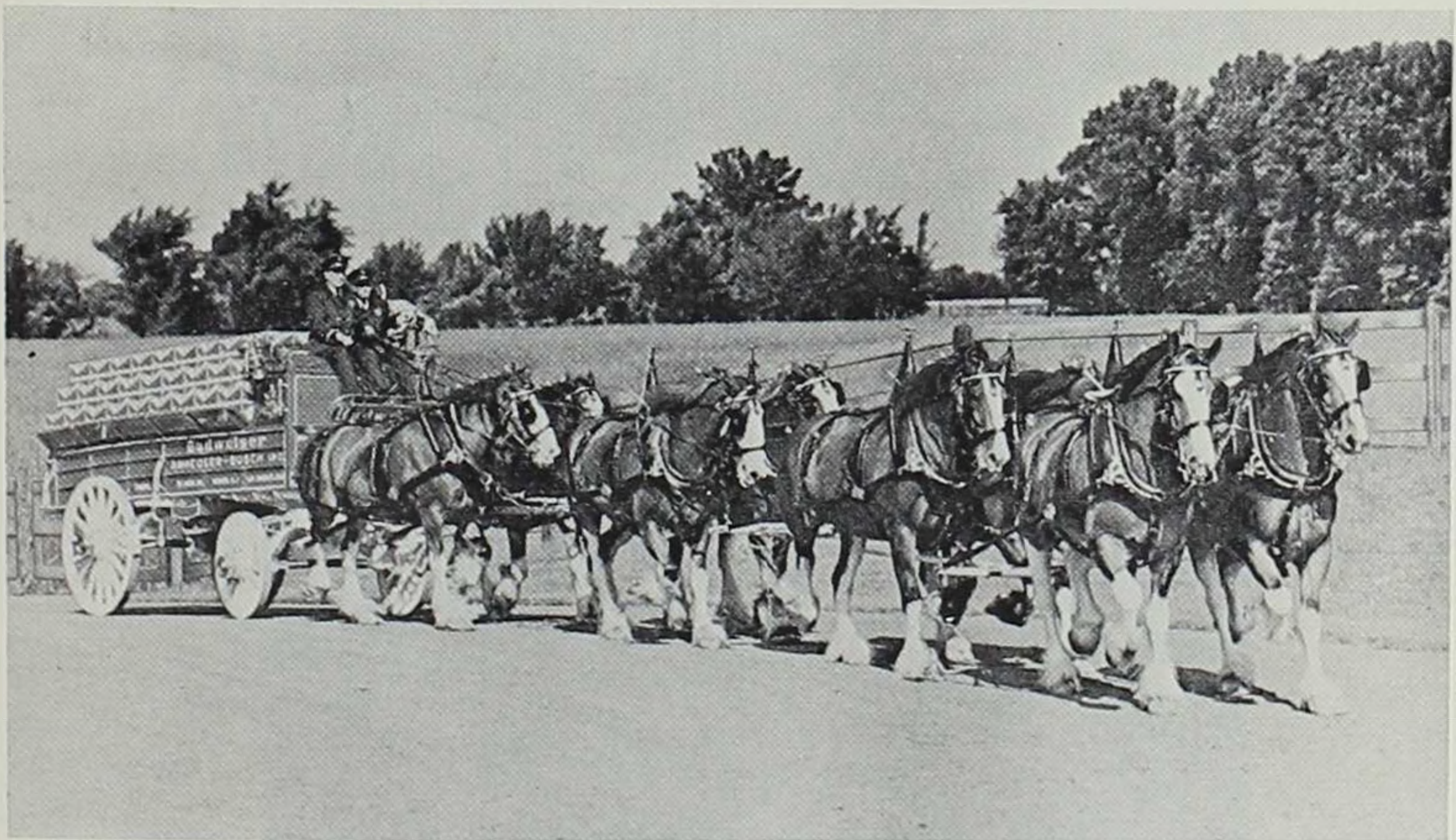
A horse in the Fine Harness Class "acting up" during circuit of the show ring in the Hippodrome.



Three-gaited Saddle Horses lined up for inspection by the Judge in the show ring at the Dairy Cattle Congress.



A rider dressed as a Sheik in the Arabian Costume Class awaits signal to enter Hippodrome.



The famous Clydesdale hitch of the Anheuser-Busch Brewing Company making a trial run in preparation for the draft horse show.



WPA mural in the Waterloo post office depicts the varied activities carried on at the National Dairy Cattle Congress.

The Sixtieth Year

1972 marks the sixtieth anniversary of the National Dairy Cattle Congress on its present grounds. The show has come a long way. So has the cow.

There were no cows in this country when the white man first came here. The first milker in America was brought to Jamestown in 1611. The first dairy herd, consisting of three heifers and a bull, was brought to Plymouth on the second voyage of the *Mayflower* in 1623. It was not until 1655 that William Pynchon discovered he could get milk from his cows during the winter by stall feeding. Until that time, milk production had been limited to spring, summer and fall, when pasture was available.

As the years passed, the Dairy Belt extended to the prairie lands of the Middle West. The five aristocrats of the dairy world, the Holstein, the Guernsey, the Jersey, the Brown Swiss and the Ayrshire, were brought to Wisconsin, Minnesota and Iowa. Dairy population and the manufacturing of dairy products are now concentrated in the North Central States. This region is the nation's Dairyland. In the geographic center of America's

cow country is the Dairy Cattle Congress, a non-profit educational corporation.

The first land acquisition in 1912 was 10 acres. Sixty years later, the grounds cover 86 acres. Following the Silver Jubilee, new construction was financed, and there are now 30 buildings to house the animals and exhibits. The diversification of the show may be illustrated by the figures recorded in 1936: The Holsteins were first in numbers with a total of 158. There were 156 Brown Swiss, 121 Guernseys, 113 Jerseys and 96 Ayrshires. The great cattle show was enhanced by the National Belgian Horse Show, the Midwest Industrial and Machinery Exposition, the American Poultry Congress, the National Corn, Alfalfa and Soybean Shows, the Midwest Garden and Flower Show, the Midwest Rabbit Show and the National Milkmaids' Marathon.

Supporting departments in 1936 were the Women's Department, the Educational Department, the 4-H Club Calf Show, the 4-H Girls' Department and the Saddle Horse Show. The entertainment, according to a 1936 flyer, was provided "not by a gaudy midway, but by America's leading circus talent in daily and evening Hippodrome shows."

The Hippodrome in Waterloo deserves more than passing notice. It takes its name from the Greek word "hippos," meaning horse, and "drom-

os," meaning race-course. Although the Waterloo Hippodrome is now used, in part, as a show ring for horses, it was originally designed as an arena for the parading and judging of dairy cattle. The new Hippodrome of 1936 provided an elliptical show circle a quarter of a mile around. The rows of seats, rising in steep tiers on all sides, accommodated 8,200 people.

The use of this huge building was originally limited to the single month in the year when it was rigged, worked and retired by the Dairy Cattle Congress. Conversion of the Hippodrome into a City Auditorium was first conceived by the Mayor's Citizens' Action Committee. It became an accomplished fact on October 25, 1948, when the Waterloo City Council approved a plan to rent the building from the Cattle Congress for 11 months of the year, and to contract with the Waterloo Auditorium Corporation, a non-profit agency, to manage the Auditorium in behalf of the city.

Improvements made it possible to heat and cool the Auditorium adequately in any weather. The new heating plant was combined with a ventilating system. Sixty-two events were staged in the Auditorium during the first winter of its operation. At the end of the season, after only five months of activity, the Auditorium showed a small profit.

In 1962, the Auditorium was completely remod-

eled and named in honor of R. J. McElroy, a civic leader who had been active in promoting the Auditorium project. A permanent public address system was installed, a large portable stage was constructed, and a seamless concrete floor was poured in the arena. Eight and one-half miles of one-inch pipe were laid under the concrete to circulate the freon for ice in the arena. This refrigeration system permits the Auditorium to be used throughout the winter for recreational skating, as well as for the Ice Follies and professional ice hockey.

A sub-floor on the ice surmounted by a basketball floor makes the Auditorium suitable for intercollegiate basketball games, as well as high school girls' and boys' basketball tournaments at district and sub-state levels. Professional wrestling matches, UNI commencement exercises and performances of the Ringling Brothers-Barnum and Bailey Circus are other activities which are housed in McElroy Auditorium.

When Cattle Congress time rolls around, the concrete floor of the arena is covered with 60 loads of clay to a depth of six to eight inches. The clay is topped with a mixture of sand and green sawdust. Tanbark is no longer used.

During show week, the name of McElroy Auditorium reverts to The Hippodrome—at least in the minds of long-time exhibitors and breeders. The

arena once more becomes a show ring for prize animals. Judging becomes an issue of prime importance. As long ago as 1936, the Judging Divisions were extended to include the Intercollegiate Dairy Cattle Judging Contest, the Interstate Cow-Testers' Judging Contest, the 4-H Club Dairy Cattle Judging Contest and the Future Farmers' Judging Competition.

The rivalry among breeders and the prestige of the awards at the Dairy Cattle Congress have made it necessary to provide adequate barns for the many entries, as well as a show ring for the judging. Income from the annual expositions has been translated into additional acreage and buildings. Modern barns now accommodate 1,000 dairy cattle.

But there have been thorns among the roses. On September 8, 1925, a windstorm destroyed three of the original wooden barns only a short time before the 1925 show was scheduled to begin. The John G. Miller Construction Company rallied all the stone masons, bricklayers and carpenters in town and, within one week, the wreckage was replaced by brick barns which are still in use today.

In 1927, the show was rained out. During the early 30's the Cattle Congress reeled under the blows of the Great Depression. During the 1937 show, the Industrial Exhibition Building was de-

stroyed by fire. It housed the Flower and Garden Exhibit, the Iowa Conservation Commission Display, the broadcasting booth of Radio Station WMT, and a number of new automobiles in the Ford Motor Company Exhibit, all of which represented a considerable loss.

In 1942, the Iowa State Fair and other local fairs were canceled for the duration of World War II. The Dairy Cattle Congress continued in the belief that rural people wanted and needed the education and recreation afforded by such exhibitions. *Wallace's Farmer* of September 19, 1942, commented on the first show after the outbreak of war:

There is undeniably a different atmosphere around the Congress. Frequently, men would be standing at the ring-side talking about their respective help programs instead of viewing the parading animals critically through half-closed eyes as in former years.

What happens when a dairyman can't find suitable help replacements? In Iowa, at least, they are starting to sell their cows. Fortunately for the country's war food program, there usually are plenty of buyers who are fixed to handle a few more.

But some cows go straight to the packing house, on account of the current dressed beef shortage.

In 1943, 1944 and 1945, the Cattle Congress "kept alive" by providing a home for the Iowa State 4-H Dairy Club Show. The "mini-version"

was only a three-day affair scheduled around Labor Day.

Immediately following the war, the Cattle Congress entered the greatest seven-year period in its history. Profits twice as large as its prior best years stimulated another building program. Accolades poured in from the farm press as the cattle and machinery shows increased in size.

The Dairy Shrine Club was organized in 1949. It established its home in a building opposite the entrance to the show grounds, displayed portraits of Pioneers and Guests of Honor, and compiled historical and educational data. The files of the Club have now been moved to Madison, Wisconsin. The annual meeting moves around to various points of interest within America's Dairyland.

The following record of paid admissions to principal fairs in Iowa graphically demonstrates the popular appeal of the Dairy Cattle Congress:

	No.	Days	1941	1946	1947	1948	1949
Iowa State Fair, Des Moines	10	427,363	514,036	506,111	478,668	463,933	
Dairy Cattle Congress, Waterloo	8	156,810	181,220	193,207	186,204	189,210	
North Iowa Fair, Mason City	5	64,377	43,548	52,137	52,671	32,941	
All Iowa Fair, Cedar Rapids	6	86,427	38,000	66,600	58,481	77,542	
Clay County Fair, Spencer	6	151,784	143,457	111,129	125,993	100,581	
Mississippi Valley Fair, Davenport	6	46,571	48,258	55,022	51,814	50,420	

Note: The No. Days is the number of days duration of each fair in 1950.

It is the considered opinion of Maurice Telleen, current Manager of the Waterloo show, that the

National Dairy Cattle Congress is not "National" any more. The Livestock Show, for example, now attracts exhibitors in a cross-country span extending only from Ohio to Colorado. Occasionally, there are entries from Pennsylvania and New York—sometimes California—but, in the main, the show has become regional. Exhibitors in other parts of the United States take their animals to the Cow Palace in San Francisco, the Eastern National and similar expositions.

There are several reasons for this change:

Shipping cattle for long distances by rail has become economically prohibitive and, in these days of curtailed rail service, geographically impossible. Herds do not stay on the circuit for weeks and months, as they once did. Labor and shipping cost are against this practice. Another factor is artificial insemination. In the words of Maury Telleen, 'It has knocked the bull market galley west!'

The Dairy Cattle Congress in Waterloo has become a regional "wind-up" show. It is usually held in late September, after the state fairs are over. Exhibitors look upon the Waterloo show as an opportunity to have their local champions compared with other local champions.

The number of states participating is still surprisingly large. In 1971 the Board of Directors was told that dike construction along the Cedar River was slated to begin in the fall. As a result of

this warning, the decision was made to schedule the annual event in June, instead of late September. "It was a disaster," recalls Manager Telleen. "It was rough for the exhibitors, because farmers had work to do at home and couldn't come to Waterloo. It was one-hundred-degree weather, and neither the show animals nor the people who looked at them were comfortable."

Despite the drawbacks, the Cattle Congress attracted livestock from 16 states and two Canadian provinces. As a footnote to the 1971 show and the ever-present threat of flooding, Maury Telleen adds: "Not a spade full of dirt has been turned yet!" However, work is getting under way this fall.

Part of the reason for the continuing success of the Cattle Congress lies in the fact that the Meat Animal Show, originally held by the Rath Packing Company two weeks after the Dairy Show, is now part of the Cattle Congress. Indeed, the official name of the annual exposition is The National Dairy Cattle Congress and Waterloo Meat Animal Show. This extends the range of entries to include not only dairy cattle, but also beef cattle, swine, sheep and dairy goats. Draft horses, American Saddle Horses, Quarter Horses, Arabians and Shetland Ponies continue to please the crowds and to share attention with the cows.

But the dedication to dairy products is not dead. In 1953, the following story appeared in the *Waterloo Daily Courier*:

A report that a food stand was displaying a sign reading 'We Use Oleo' sent newsmen searching, and it caused a mild explosion in the ranks of officials on the grounds who all seem to be somewhat prejudiced in favor of butter.

From the outset of the Cattle Congress, Waterloo has been blessed by business men who had a personal interest in farming. William Galloway, a prominent farm machinery manufacturer, was a breeder of Holsteins and Ayrshires. W. W. Marsh, another business leader, had a top herd of Guernseys.

Sixty years have not altered the fact that it is good business for Waterloo to serve the farmers. The city is dominated by two industrial giants, the John Deere Tractor Company and the Rath Packing Company, both dependent on the prosperity of agriculture.

As it was in the beginning, the Cattle Congress is governed by a Board of eleven Directors who are leading Waterloo business men and Black Hawk County farmers. These men serve without compensation. They establish show policy and authorize major expenditures for improvements. Current members of the Board are Donald Pullin, President; R. A. Simonsen, Vice President; Eric

Miller, Treasurer; and Bernard W. Ebbing, Hugh Patterson, Joe K. Brummel, Al Schmidt, C. Robert Walker, Leon Olsen, Dick Klingaman and Bill Van Sant, Directors. Jack Canady, Joe Sage and Glenn W. Miller are Advisory Directors. Maurice Telleen, Secretary-Manager, and Richard Byrum, Assistant Manager, are salaried executives.

These men are determined that the Cattle Congress will remain what Bob Bliss said it started out to be: "a great, challenging agricultural exposition, with a big dash of entertainment thrown in for happy times."

HERBERT V. HAKE

Champions of Champions

During the 60 years that the Cattle Congress has been in show business on its present grounds, there have been many Grand Champions among the dairy cattle, as well as among the draft animals in the Belgian Horse Show. A complete listing of them would be overpowering to the general reader. However, there are two Grand Champions who are in classes by themselves and are therefore deserving of special mention.

Rex Conn, Farm Editor of *The Cedar Rapids Gazette*, is quoted in *The Draft Horse Journal* for August, 1964, as saying:

Altogether too rarely there has appeared in almost every breed of livestock a great sire whose inheritance has shaped the future of his breed. The inheritance of Anxiety 4th still is felt in the Hereford breed, and the blood of Earl Marshall still carries on among the Angus.

None of these prepotent sires of other breeds has cast a longer shadow than has Farceur, the great Belgian stallion of a half-century ago. His get dominated the American show ring for a decade and a half, and his blood flows in the veins of the vast majority of registered Belgians in this country today.

Farceur was foaled in 1910 on the farm of the Nerickx Brothers near Hal, Belgium. His sire was

Bayard de Ruyen, and his dam was a mare named Finette. In the summer of 1912, two Iowa horse breeders and importers were in Belgium selecting animals for shipment to the United States. William Crownover of Hudson and Grant Good of Ogden were friendly competitors in the show ring and in the horse trade, but they traveled separately. Both undoubtedly saw and had a chance to buy Farceur, but it was Crownover who recognized the potential of the colt and bought him. The valuable import reached this country on October 21, 1912.

Farceur began his undefeated show ring career in 1913 by winning Grand Championships at the Iowa State Fair and the International Livestock Exposition. He was Grand Champion every year thereafter—wherever he appeared—until 1916, when Crownover retired him from the show ring. With the stud at the peak of his reputation, William Crownover decided to disperse his Belgians and Percherons. The sale was held on October 16, 1917, at the fairgrounds in Cedar Falls. The Cedar Valley Fair was the outstanding show in Black Hawk County until it was eclipsed by the Dairy Cattle Congress. Following is the account of the sale as it appeared in *Breeder's Gazette*, the leading livestock periodical of the time:

Conditions could not have been more favorable to making a smashing event than those which preceded and ac-

accompanied the sale on October 16, 1917. The weather was perfect. The selling was done on the race course, in front of the grandstand. A spectacular opening was furnished when the much talked-of Farceur entered the ring, bedecked with the ribbons he had won in many a battle.

When bids were called for, men representing opposite sides in the bidding seemed determined to go the limit in trying to buy the stallion that is conceded to be the best type of the breed in America. The bidding did not cease until \$47,500 was reached. This was a figure that the most ardent Belgian enthusiast could not have hoped to see realized in the selling of Farceur.

The successful bidder was Grant Good of Ogden, Iowa, the same breeder who had seen Farceur when the stallion was still a colt in Belgium. Standing beside Grant Good on this eventful autumn afternoon in 1917 was his 14-year-old son, Lester, urging over and over again, "Buy him, Dad, buy him!" In recalling the great moment, many years later, Lester said to Maurice Telleen, "That was the price of a good quarter section of land in those days, and it took a lot of courage to make the investment, but I don't believe Dad ever regretted it."

The great roan stallion held court at Good's Oakdale Farm until his death on Christmas Eve, 1921, but this was by no means the end of the story.

Farceur never entered the show ring in Water-

loo, because the National Belgian Horse Show did not come into being until 1919, but in the five years immediately following his death, five sons and two daughters were named Grand Champions at the National Belgian Show. In 1925, his granddaughter was named Grand Champion Mare, and in 1926 a grandson carried on the tradition of National Champions bred from Champions. As time moved on, the grandsons and granddaughters gave way to future generations. The blood of Farceur has carried through the years.

The Crownover and Good families, so closely associated in the story of Farceur, were united in 1925 when Lester Good and Hazel Crownover were married. Their Oakdale Farm is proudly identified as "The Home of the Farceurs."

Jane of Vernon

Another member of royalty associated with the Dairy Cattle Congress is Jane of Vernon, "Queen Mother" of the Brown Swiss line. *The Brown Swiss Bulletin* for July, 1964, declared:

If one were to write the complete story of Jane of Vernon's influence on our great breed, it would take volumes. Time or space does not permit going into detail to describe the tremendous impact she has had on the breed through her two sons and six daughters, their sons and daughters, etc. She more than fulfills every definition and meaning for the words 'Brood Cow.'

Jane was born February 28, 1929, on the Orbec Sherry Farm near Viroqua in Vernon County, Wisconsin. She was sired by Janet's Boy of Elmhurst 9695, and her dam was Butternut Jane 12364. People began hearing about Jane of Vernon when Mr. Sherry, who was an active exhibitor in those days, brought her out as a two-year-old. Nationally prominent dairy cattle judges who saw Jane on the show circuit that year pronounced her to have the best udder that they had ever seen on a two-year-old of any breed.

The eyes of the entire dairy world were centered on Jane in 1932 when, as a four-year-old, she won the Grand Champion Award at the National Dairy Cattle Congress in Waterloo, Iowa, and completed a record of 23,569 pounds of milk and 1,075 pounds of butterfat. Jane's honors continued. She repeated as Grand Champion of the National Show in 1933, 1934 and 1936, and she made another record of over 1,000 pounds of butterfat as a ten-year-old.

Jane had one son and four daughters for Mr. Sherry. He showed Jane of Vernon 2nd to Grand Champion honors at the National Dairy Cattle Congress in 1938, and in 1939 he took the "Four Janes" to California for the National Dairy Show when it was held at Treasure Island. At this great event, the four full sisters won the three- and four-

year-old classes, the senior get of sire, the dairy herd, the best three females bred and owned by the exhibitor, and the produce of dam classes.

Jane of Vernon was purchased by Judd's Bridge Farm, New Milford, Connecticut, in 1936, where her influence continued. A son, Colonel Harry of J.B. 48672, and two daughters, Jane of Judd's Bridge 78476 and Jane's Chloe J.B. 109896, were born at this famous breeding establishment. The "Queen Mother" was laid to rest at Judd's Bridge Farm in May, 1945, at 17 years of age.

Four of Jane's daughters, Jane 2nd, Jane 3rd, Jane 4th and Jane 5th, passed most of their lives after the triumphs at Treasure Island at Lee's Hill Farm, New Vernon, New Jersey. Her son, Jane's Royal of Vernon, likewise lived at Lee's Hill, where most of his daughters were developed and whose list of 1,000 pound butterfat daughters has never been equaled.

Quoting the July, 1964, *Brown Swiss Bulletin* again:

The highest selling bull and female of all time, Welcome In Charmer (\$75,000) and Mabel's Tamarind Violet (\$12,000) were both sired by a Jane's Royal son, Royal's Tamarind of Lee's Hill.

Although only one of Jane's Royal daughters and only a few of Colonel Harry's daughters are still living (in 1964), Jane's influence continues through many combinations of her blood.

Thus, for more than four decades, Jane of Vernon has shaped the distinctive inheritance of her breed. The Brown Swiss, originating in the Alpine country of Europe, have been enriched by the life of a prairie Queen from Wisconsin.

HERBERT V. HAKE

Entertainment

For sixty years, people have been coming to the Dairy Cattle Congress in Waterloo to be entertained. Many of them find this entertainment by walking through the cow barns and admiring the aristocrats of the dairy world. Others experience nostalgia and adventure in viewing the great draft horses, once an indispensable adjunct to farm operation and now symbols of abdicated power in our agricultural past. Many city visitors are diverted by looking at animals which are as remote from their daily lives as a zebra would be to an Eskimo. Four-footed exhibits continue to be the motivating attractions for the public, as they were when the Cattle Congress began.

There is another common denominator in the annual exposition. It is farm machinery. As long ago as 1854, when the first State Fair was held in Fairfield, interest centered in farm implements which were bidding for public favor. In those early times, attention was focused on plows, harrows, corn planters, reapers, threshing machines, fanning mills and corn crushers. Prison-made goods were displayed side by side with floral paintings, snake collections, fur hats, cloth and wallpaper.

A stroll along Machinery Row at the Cattle Congress today affords a view of diesel tractors, combines, loaders, manure spreaders, honey wagons, conveyor belts, fork lifts, and many other labor-saving devices. Farm machinery manufacturers put their best foot forward to capture the attention of Cattle Congress crowds, because there is buying power here—drawn from America's richest and most progressive agricultural region.

Estel Hall, named in honor of the Manager who "ran the show" for 42 years, is a vast concourse bristling with industrial exhibits. The DeLaval Separator Company, the Loudon Machinery Company, and Hoard's Dairyman have displayed their wares at the Cattle Congress since it was founded.

But the thousands of exhibits in Estel Hall are not all designed to attract the working farmer. There are many appeals to his leisure. Maurice Telleen, current Manager of the Cattle Congress, has been impressed by the product changes over the years. For example, he recalls that "Bulk tanks were very big in the Sixties. Not a single bulk tank is exhibited any more. Now, we are looking at snowmobiles. The major direction in the last few years has been the adult toy market."

There continues to be much incidental entertainment for the Cattle Congress visitor. Salesmen are busy demonstrating the superior merits of their

merchandise; pitchmen give rapid-fire monologs on the convenience of their potato peelers, glass-cutters, and radish carvers; sidewalk artists paint mountains and waterfalls on mirrors; sewing-machine artisans stitch names on Cattle Congress caps, and there are constant stimuli to which the observer can respond if he limits himself to browsing over the grounds.

But there is a larger canvas upon which the Manager of the Cattle Congress must paint when he ponders what the entertainment picture will be. This is the show which attracts the crowds to the Hippodrome. In the early years of the Waterloo exposition, Manager Estel would look at his budget and write a letter to his booking agent in Chicago. It might be as brief as "Dear Sam: This year, we can use about \$4,000 worth of entertainment. Cordially yours, Ed." Estel didn't need to add that \$4,000 would be the amount of the check for the full week of the Congress. In return for this outlay, Sam would send him enough dog acts and acrobats to keep the customers happy.

It isn't quite so simple—or economical—today. Manager Telleen must carry on negotiations with a half-dozen agents, and the current entertainment budget is in excess of \$75,000. The 1972 show has matinee and evening performances by Myron Floren and the Lawrence Welk Orchestra on Sep-

tember 23 and 24. The bill is changed to The Florida Boys on September 25; Hank Williams, Jr. and Jeannie C. Riley on September 26; Kenny Rogers and The First Edition on September 27; Roy Clark and Grandpa Jones from "Hee Haw" on September 28; John Davidson on September 29; and the Barnes RCA Rodeo on September 30 and October 1. This entertainment calendar is a far cry from the old days, when the same circus acts remained in harness for the full week of the show.

All of the entertainment listed above is scheduled for the Hippodrome. In addition, the following activities are booked elsewhere on the grounds: Baton and Archery Contests, Tractor Pulling, Senior Citizens Day, Kids Day, and KWWL's Twenty-Fifth Anniversary Rock and Roll Revival. Daily style shows, flower shows, midway rides, little garden shows, livestock exhibits, and agricultural and home exhibits will fill in the gaps.

Although the word Hippodrome means a horse race-course, the quarter-mile show ring has never been used for horse races, except in such games as Musical Chairs—for riders on draft horses. A novelty of the Hippodrome show in 1964 was an Ostrich Race. Drivers were enlisted from the spectators, and the following instructions were issued:

Congratulations on volunteering to drive in the Ostrich Race at the National Dairy Cattle Congress. To help you,

we are supplying a bit of advance information on driving your ostrich.

First, you don't steer ostriches like a horse, because you have no bridle or reins. You have a broom. When you want the bird to turn, you shake the broom near one side of the bird's head. The bird turns away from the broom. The main thing is to hang on tight to the sulkie at all times so you don't fall out, especially on the fast starts, quick turns and unpredictable finish.

How do you stop the birds when the race is over? Well, that's one thing we've had trouble figuring out. So far, we've been getting a lot of local help. Of course, sometimes an ostrich escapes, but usually the bird can be run down with a fast horse or a car. Good luck to you!

It was fun for the crowd—and, apparently, for some of the drivers, who volunteered again and again—but, during one race, an ostrich got excited and jumped the fence. Although no one was hurt, the ostrich races were discontinued after 1964.

In 1971, an in-depth survey of audience tastes in entertainment was conducted by The Midwest Research and Analysis Associates. Stan Bruner of the *Waterloo Daily Courier* summarized the results of the survey:

The average fairgoer will spend only four hours on the grounds, and his attendance is usually limited to one day. The study indicates that the individual patron spends between \$10 and \$15. Replies by those participating in the poll stress the belief that grandstand (Hippodrome) entertainment is the fair's main drawing card. The type of en-

tertainment mentioned most often in the survey is Country Western, with most people expressing strong interest in viewing a rodeo and/or circus acts, and a somewhat lesser interest in ice shows.

Selection of a top-rated star would afford wider latitude than selection of a name band, since the choice of such a musical group would limit the National Dairy Cattle Congress to the Lawrence Welk Orchestra. In reply to the question 'Who would you like most to see in a Hippodrome show here?' the top ten named were Johnny Cash, Charlie Pride, Glenn Campbell, Flip Wilson, Lynn Anderson, Ernie Ford, Tom Jones, Merle Haggard, Tammy Wynette, and The Carpenters.

Of the sizeable cross-section of area residents participating in the poll, 70 per cent said they would pay between \$2 and \$15 to see their top entertainer. 18 per cent would pay between \$5 and \$10, and 12 per cent less than \$2.

Entertainment was named by 40 per cent of those polled as the prime reason for attending a fair, with 32 per cent favoring home and garden shows, 17 per cent livestock, and 11 per cent 'other.'

Whatever the entertainment may be, the Board of Directors remains dedicated to education. The serpentine parade of dairy cattle has been discontinued, but every show in the Hippodrome has a curtain-raiser of livestock judging and horsemanship. Horse lovers from Idaho to Pennsylvania congregate in Waterloo to admire America's best drafters. Along with the Belgians are the best representatives of the Percherons and Clydesdales.

Not to be outdone by the heavy horses are the animals representing the light horse breeds. The net result is a spectacular horse show rivaling the best that can be produced at Kansas City, Chicago or Toronto. They come from 14 states, the District of Columbia and Canada. It is difficult to tell where entertainment ends and education begins.

A poster advertising the National Dairy Cattle Congress is not merely making a play on words when it declares that "Congress entertainment is educational; its education is entertaining; it is ALL inspirational."

HERBERT V. HAKE

Management

Throughout 60 years of performance, the Dairy Cattle Congress has had only three full-time Managers: Edward S. Estel, Norbert Kash and Maurice Telleen.

E. S. Estel served as Secretary-Manager for 42 years. He was first affiliated with the show in 1915 as Assistant Manager. Mr. Estel assumed the Secretary-Manager's post in 1917. During his years as Manager, which ended with his retirement in 1958, the Congress grew from an \$82,000 investment to one valued at more than a million dollars. Under his leadership, the Dairy Cattle Congress became the leading dairy show in the nation, attracting owners of champion dairy herds throughout the United States and from many foreign countries. This was due, in part, to Mr. Estel's personal acquaintance with top dairymen throughout the country.

He assisted in drafting the original articles of incorporation for the American Dairy Association in 1940 and served several terms as the organization's Secretary and Business Manager of the Butter-makers Publishing Company. From 1920 to 1947, he was editor of *The Creamery Journal*.

In 1938, the *Des Moines Register* reported on a meeting of the Fair Managers Association of Iowa which was held in the capital city:

E. S. Estel took the convention floor to plead that agricultural fairs be kept as agricultural fairs. Tracing the ancient institution from medieval times, he pointed to its advantages in encouraging farmers and livestock breeders, and urged that fairs spend money to get their barns and lots in shape for blooded cattle, and encourage local breeders to participate in stock shows.

Estel said he was glad that 'the day is about over when a breeder can fill up hollow rumps with paraffin, blow up flabby udders with a bicycle pump and win prizes with inferior livestock.'

Estel demonstrated his courage in 1938 when he insisted that exhibitors empty a show cow's udder during judging. At first, the judges were opposed to this ruling, but they soon observed how some udders, perfectly balanced and formed when full of milk, were considerably less desirable when milked out. Some udders, full of meat rather than milk-making tissue, took quite a skid down the line after the milkout.

The Waterloo milkout rule was not liked by the exhibitors of big herds, but Estel stuck to his guns until the increasing number of show animals and the reliance on milking machines made the rule impractical. However, the Estel innovation was ap-

plauded by the ordinary farmer, who was interested in function as well as form.

The National Belgian Horse Show was organized by Estel in 1919. Three new horse barns housed the 397 draft animals in the opening competition. This was also the year the first Hippodrome was built. The Palace Theatre in Waterloo paid its respects to the pulling power of the new building by postponing until after the 1919 show its return engagement of a Mack Sennett comedy starring Mabel Normand. Another result of Estel's initiative in 1919 was the knighthood conferred upon him by King Albert of Belgium in recognition of his work with the National Belgian Horse Show.

Estel was a 1910 graduate of Iowa State University. He was presented an Alumni Merit Award by ISU in 1950. This Award is bestowed on outstanding alumni for meritorious service in their fields and for contributions to the betterment of mankind. In 1953, the ISU Alumni of Black Hawk County presented him the Iowa State University Key Community Service Award.

The Waterloo Sunday Courier of September 30, 1962, reported:

Before he died in 1960, Mr. Estel commented that the establishment of the National Dairy Shrine Club was one of the developments he considered most important while

he was Secretary-Manager of the Cattle Congress. The Shrine Club was organized in 1949 to pay tribute to leaders in the dairy industry.

In 1953, the Shrine honored Mr. Estel as one of the nation's outstanding dairy industry leaders. He was Guest of Honor at the Annual Dairy Shrine Meeting, and his portrait was added to those of four others then hung at the Club. To date, dairy leaders so honored number only 16.

Estel Hall on the Cattle Congress grounds is the largest of all the exhibition buildings on the premises. It was named to honor the man who gave nearly a half-century to the management of one of America's greatest agricultural expositions.

E. S. Estel resigned at the annual meeting of the Board of Directors on November 24, 1958. In anticipation of Estel's retirement, Norbert Kash was employed as Assistant Manager in 1955. Kash had served as Secretary of the Iowa State Dairy Association, a post formerly held by Mr. Estel.

The long-time Secretary-Manager was still living at the time of the 1959 Dairy Cattle Congress, but Norbert Kash was the full-time Manager of the 1959 show and the Cattle Congress of 1960. Following the 1960 show, Kash resigned and is now associated with a Chicago bank.

A news item in the *Waterloo Daily Courier* for July 23, 1959, reported:

The National Dairy Cattle Congress has named Maurice

Telleen of Waverly as Assistant Manager of the show. Telleen is a native of Gowrie, Iowa, and a graduate of the University of Iowa. For the past three-and-one-half years, he has operated the Midwest Pedigree Company, a compilation and printing service for breeders of Holstein-Friesian cattle.

Telleen was named Secretary-Manager of the Dairy Cattle Congress in 1960, when Norbert Kash resigned. The 1972 show is therefore the 12th which he has managed.

In May of 1964, Maury launched *The Draft Horse Journal*, a monthly magazine which has achieved a circulation of nearly 10,000 within the short space of eight years. The increasing pressures of serving as Editor-Publisher of this rapidly growing periodical has caused Telleen to decide upon retirement from the position of Secretary-Manager of the Cattle Congress at the close of the 1972 season. Standing in the wings is Richard Byrum, now Telleen's Assistant and formerly an associate in the management of the State Fair in Michigan. Byrum is a graduate of Michigan State University.

All of the men who have occupied the office of Manager have been in full agreement with Norbert Kash, who was quoted by Maurice Telleen in an article written for *The Iowan* in October, 1960:

Agriculture needs her show windows now more than at

any other time in the past. Fairs are one of the very best ways for the agricultural minority to tell their story to the urban majority. Expositions that are responsive to the demands of the times and the community will continue to provide a service to both agriculture and industry.

HERBERT V. HAKE



National

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Aerial view of the National Dairy Congress Grounds at Waterloo.