

## 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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