

# The PALIMPSEST

NOVEMBER 1934

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### THE PURPOSE OF THIS MAGAZINE

THE PALIMPSEST, issued monthly by the State Historical Society of Iowa, is devoted to the dissemination of Iowa History. Supplementing the other publications of this Society, it aims to present the materials of Iowa History in a form that is attractive and a style that is popular in the best sense—to the end that the story of our Commonwealth may be more widely read and cherished.

BENJ. F. SHAMBAUGH

*Superintendent*

### THE MEANING OF PALIMPSESTS

In early times palimpsests were parchments or other materials 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 records 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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# THE PALIMPSEST

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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 herdsman'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



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.



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 Lavender 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



## Comment by the Editor

### *IN TWENTY-FIVE YEARS*

Lo! the poor Iowa farmer, wailed the editor of a dairy paper, "who has no place to live but in a nice, big house" surrounded by bigger and better barns; "no way to talk to his neighbors except by telephone; no way to get his mail except by daily rural free delivery; no way to go to town except in his rubber-tired buggy"; and "no way to avoid being a millionaire except by dying or giving his property away." But, he continued, the "question is not how great and prosperous are we to-day, but how great and prosperous will we be twenty-five years from now?"

A quarter of a century has passed since then. Who would have the temerity to assert that the welfare of the farmer is a conspicuous achievement of that period? A comparison of conditions in 1910 and 1934 reveals many similarities. The average value of farm land twenty-five years ago was \$96 an acre and that is about what it is worth now, though the price rose to \$227 in 1920. Rural population has clung close to a million, as if there were virtue in such a round number. Life on the farm has been less attractive than in town,



however, for urban population has increased. On the face of conditions, the plight of the Iowa farmer seems to be little different than it was, though meanwhile he may have travelled up hill and down in a circle.

And yet these evidences of agricultural equilibrium are more general than particular, more apparent than real, more fortuitous than permanent. Household conveniences which contribute to the comfort of country life have constantly increased until 84 per cent of farm homes are equipped with telephones, 20 per cent are lighted with electricity, and 50 per cent have radios. The rubber-tired buggy of 1910 has been replaced on nine-tenths of the farms by an automobile. At the first Dairy Cattle Congress a "curious individual" counted 121 motor cars at one time! This year there was not parking space for all.

Dairying especially has kept pace with the growth of the great exposition at Waterloo. Though the number of dairy cattle on Iowa farms has decreased, milk and butter production has increased. Instead of a general estimated average of 140 pounds of butter fat a year, the average for over 25,000 cows tested in 1934 was 325 pounds. The present "average" cow is worth about \$20 more than her great grandmother.

J .E. B.



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