

## 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.

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