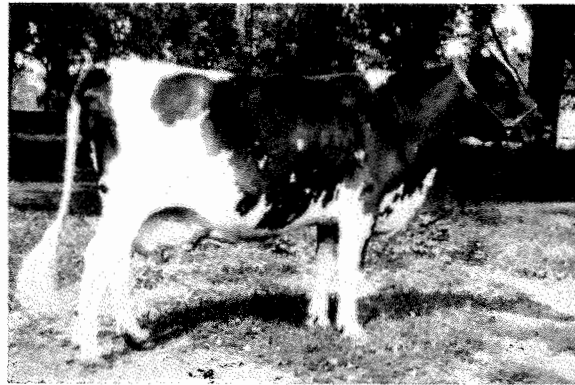


## THE LIFE HISTORY OF SOME OF WISCONSIN'S FAMOUS INDIVIDUALS



**Doltje Nellie Concordia**  
National Grand Champion 1920

### HARRY & ROY AITKEN

Wisconsin, the nation's leading dairy state, is 2,100 miles from glamorous Hollywood. Strange as it may seem, a couple of Waukesha County farm boys, Harry and Roy Aitken, also added cinematic glory to Hollywood's fame from 1910 through 1919.

Harry, born in 1878, and Roy, born in 1882, were raised on their parents', Elvin and Sarah Aitken, farm. It was located at what is now the junction of I-94 and Bluemound Road; and the present Holiday Inn of Waukesha built on the original homestead.

The Aitken Brothers loved the farm and as a result, attended college locally at Carroll in Waukesha. Upon completion of their formal education, the brothers dreamed of going into the silent movies business together. They started modestly with the purchase of a nickelodeon in Chicago's downtown area in 1905. Soon after they established film exchanges in both Chicago and Milwaukee and by 1909 owned a string of 25 film exchanges across the nation in other major cities like New York, Detroit, Philadelphia, San Francisco and Los Angeles.

Before this meteoric film career ended, the Aitkens and such famous movie directors as David W. Griffith, Mack Sennett and Thomas Ince produced 2,500 silent motion pictures, including the all-time classic "the Birth of a Nation" as well as "Intolerance" and "Keystone Kop" comedies and the Bill Hart Westerns. Harry and Roy's extensive stable of movie stars included Lillian and Dorothy Gish, Harry Walthall, Douglas Fairbanks, Sr., Gloria Swanson and Mary Pickford, among many others.

As the Aitken Brothers were becoming successful in the movie industry, they were simultaneously making a major impact upon Wisconsin dairy industry. During the late teens and the 1920's, under the guidance of Fred Klussendorf as their farm manager (and for one year Dr. Elmer Woelffer was the herdsman in the test barn, where he milked 12 cows four times per day) leading the Aitkens farm in Waukesha to national acclaim.

The greatest breeding success ever achieved at the Aitken Brothers' Stock Farm in Waukesha was accomplished with a bull named Terracelawn Hengerveld Segis. For two consecutive years 1920 and 1921, his off-



**Huldah Segis Koroba**  
National Grand Champion 1921

spring won First Prize for Get-of-Sire at both the Wisconsin State Fair and at the National Dairy Show, and two of his daughters were awarded Grand Champion Female Honors at the National Show. Doltje Nellie Concordia was named Grand Champion in 1920 and Huldah Segis Koroba (whose fore udder was used as the model fore udder for the True Type Cow) was Grand Champion Female in 1921.

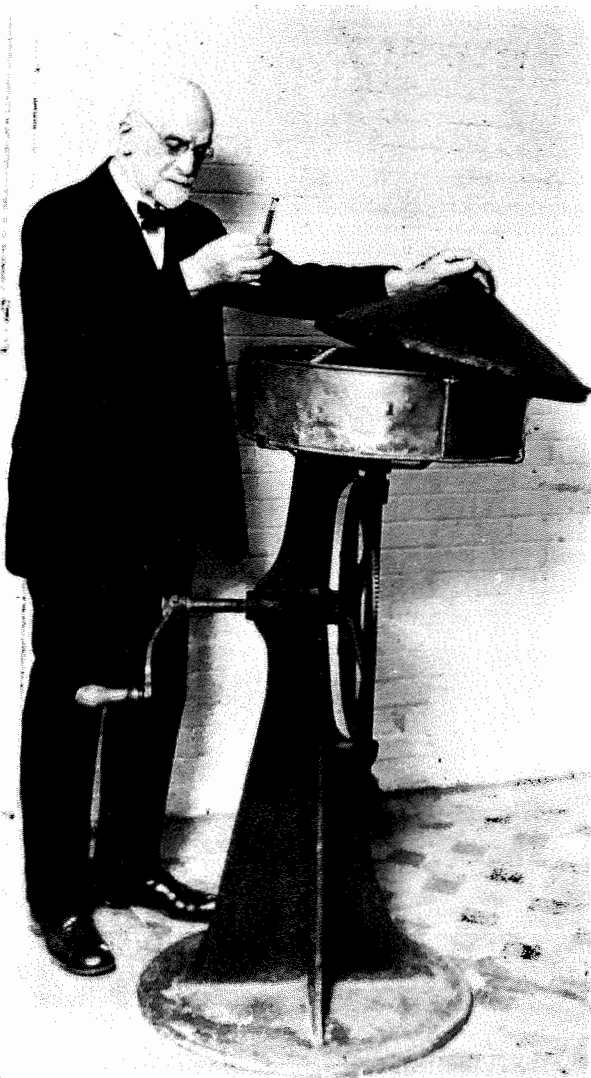
However, after the introduction of the "talkies" films, the Aitken Brothers' movie business dropped drastically and the farm was sold in 1927.

Harry died in 1956 at the age of 78 and Roy passed away twenty years later at 94. Two years after Roy's death on March 16, 1976, a Waukesha County Historical marker was erected at the front entrance of the Holiday Inn of Waukesha, which commemorated the birthplace of the world famous Aitken Brothers.

### DR. STEPHEN MOULTON BABCOCK

Stephen Babcock was born on a New York farm in 1843 and graduated from Tuft's College in 1866. Because his curiosity was insatiable, he then entered an engineering institute. Unfortunately, he was soon obliged to take over the home farm upon the death of his grandfather.

Several years later, however, he took a part-time job at Cornell University where his real interest in chemistry began. Later, he studied in Germany and received his Ph.D. from



**Dr. Stephen M. Babcock**, the inventor of the Babcock test for testing butterfat.

Gottingen University in 1879. After that, he went back to Cornell. Eventually, he went to work at the Geneva Experiment Station as a chemist. There, his work with dairy problems attracted national attention. As a result, in 1888, he was hired as professor of agricultural chemistry at the University of Wisconsin.

Dr. Babcock's new appointment involved giving a course in dairying, but no classroom space was available at Madison, nor were there any funds with which to secure it. Not being easily daunted, the new chemist enlisted a couple of men from the University Farm and, wielding hammer and saw, built quarters in which to open a new dairy school, the first in America.

When cream separators ushered in plant-made butter, it became important to know for what measure of butterfat dairy-men were being paid. Because no accurate test was available at the time, Dean W.A. Henry of the Wisconsin College of Agriculture asked Dr. Babcock to develop a simple, inexpensive and accurate butterfat test. He, therefore, built several machines for this purpose, but none good enough—until he hit upon a method of separating fat from non-fat solids through the use of sulphuric acid. In the proper degree of concentration, this test gave perfect results.

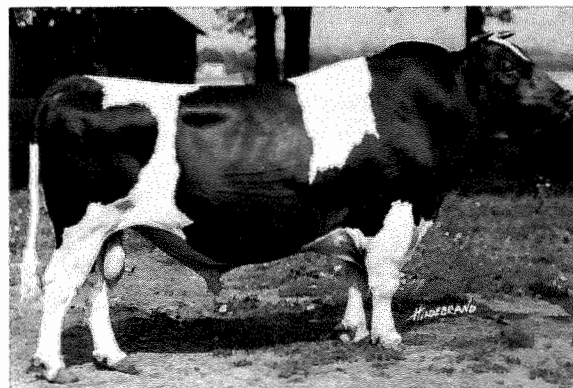
Stephen Babcock's test was given to the world in July of 1890, two years after he came to Wisconsin. Because he had worked on federal and state time, he would not patent either the method or the apparatus. All he gained from his amazing discovery was the satisfaction of knowing that he had helped humanity. During his entire life, he never sought monetary reward for himself. Once offered a large salary by a dairy firm, he wrote after a long delay: "I am working on a couple of unfinished experiments and cannot accept the proposition." He had no desire to exchange his peaceful, good life at the University of Wisconsin for a place in the stressful corporate world.

He did not believe all that he read in books, but he willed half of his estate to the college library.

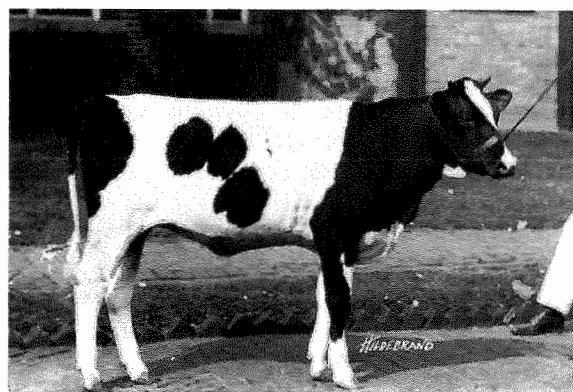
Stephen Babcock died in 1931, but his spirit lives on in the agricultural health benefits directly derived from his experiments and in his example of a true philanthropist of the twentieth century.

### WILLIAM L. BAIRD

For nearly 50 years, William L. Baird was an important figure in the growth of the Wisconsin Holstein industry. In partnership with his brother, James W. Baird, he owned the famous Nockdair herd at Waukesha. At the National Dairy Show in 1920, they showed only two animals — their herd sire, Cedar Lawn Canary Paul, who became Grand Champion Bull, and a home-bred heifer, who was named Junior Champion. One of their home-



**Cedar Lawn Canary Paul**  
National Grand Champion 1920



Jr. Champion 1920, National Show

## WISCONSIN DISTINGUISHED LEADERS

bred sires was Reserve All-American in 1948, and another was a first-prize winner at the International Dairy Show in 1955. The dispersal of the Nockdair herd averaged \$604, the fifth highest dispersal in the U.S. in 1954.

Even though Baird was extremely successful with his herd, it was in the field of public sale management that Bill's talents found their fullest expression. In 1915, he was elected as secretary of the Waukesha County Holstein Breeders Association and worked on their second annual sale which was held that year. From 1918 to early 1960, Mr. Baird's records reveal that he managed or worked at some 559 sales of purebred Holsteins which included many historic sales of the breed.

The U.S. National Blue Ribbon Sale series was begun in 1926 under the joint management of W.L. Baird, Francis Darcey and R.E. Haeger. It was held in two sections, one at Waukesha and the other at Watertown. It continued without a break until 1960, when the Waukesha section was cancelled, and ranked among the top sales nearly every year from its inception. (The highest year was 1944 when the average was \$2,058; and it also had eight other sales which averaged over \$1,000.)

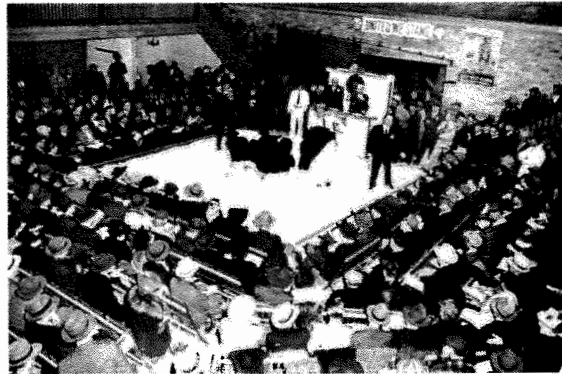
The highest selling animal in the Blue Ribbon Sales series was the bull, Carnation Madcap Supreme. He was purchased from his breeder, Carnation Milk Farms, by the Curtiss Candy Company for \$26,000 in 1943. The 1944 Blue Ribbon was opened with four bulls which sold consecutively at \$10,500, \$10,750, \$15,000 and \$15,200 — an unequalled performance through 1960. In 1946, the Curtiss Candy Classic (under Baird & Darcey's management), made an average of \$3,087 on 50 head — the highest averaging sale of the breed ever held in the U.S., again through 1960.

At the time of his death, W.L. Baird had been connected with more National Convention Sales than any other sales manager. Some of the famous herd dispersals held under his management were Ravenglen, Elmwood, Femco, Franlo, Suttan Oaks, Paul Stewart and Hickory Creek. He also was boxman at the famed Mt. Victoria dispersal in 1942.

In addition to his public sale activities, Bill Baird and his associates in the Inter-County Dairy Cattle Association sold a tremendous number of Wisconsin dairy cattle privately.

Baird was deeply interested in the organizational work of the Holstein industry and was very active in finding solutions to the problems of the Wisconsin Holstein Association. He represented his state as an elected delegate to the National Holstein Conventions nearly every year from 1922 to 1960 and served four years (1935-1939) on the national board.

After his death in 1960, the Holstein-Friesian World stated, "We salute, in his passing, one who has been a master salesman and a pillar of progress in the growth and expansion of our breed." William L. Baird truly was instrumental in promoting Wisconsin as the dairy state and the Holstein breed as the finest.



1946 — Sale Ring shot of the national Famous Blue Ribbon Sales in Waukesha, WI, from 1926 to the late 1950's.

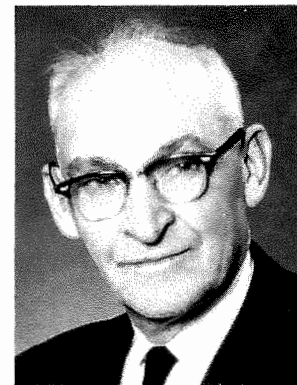
### S.H. BIRD

Although born on a farm, S.H. Bird (better known as "Sid") left it at an early age and, as a young man, became involved in business. Not finding the business world to his liking, he and Mrs. Bird went back to farming.

Sid bought his first registered Holsteins in 1908 from both Wisconsin and New York breeders, and became a member of the National Holstein Association in 1909. He was elected as a delegate to the national convention 17 times. In addition, Mr. Bird helped organize the Fond du Lac Holstein Association in 1913 and served as its president from 1914 to 1928. He was also instrumental in building the Fond du Lac County Sales Pavilion, where he managed many successful sales until it burned in 1935.

In 1915, Sid with the assistance of his son, Bennett, helped organize the Byron Testing Association, a method by which his herd was officially and continuously tested. In 1918 and 1919, Sid served as president of the Wisconsin Holstein Association. He was also a state director for nine years.

Sid Bird was president of the Wisconsin Dairymen's Association in 1928 and, during his lifetime, received many honors for his leadership in the development and marketing of the Holstein breed in Wisconsin and in the nation. In addition, he had four sons who also helped carry on the advancement of the breed.



FRANK CASE

At the ripe old age of 90, Frank Case called Oconomowoc home. Originally from Nebraska, he came to Wisconsin and to the Holstein association in a rather roundabout way.

## WISCONSIN HOLSTEIN HISTORY 1890-1990

In 1923, at the age of 24, Frank bought some thin heifers and a three quartered grade Holstein to augment his livestock on his Nebraska farm. To his amazement, the Holstein gave more milk than any other cow he had ever owned. As a result, he decided to go into registered Holsteins and immediately purchased his first registered bull.

In 1924, Frank bought his first purebred Holstein cow and, for the next five years, continued to build a nice little herd of registered Holsteins. Then the depression and a drought hit Nebraska, and his operation was entirely blown out.

What happened next altered his future forever. By good fortune, Frank was offered a job at Lakefield Farms in Michigan. For the next four years, he had the honor of learning from and working with one of the best farm managers in the country, O.F. Foster. After those "four college years," as he called them, he "graduated" to Kyland Farms in Oconomowoc, Wisconsin, where he remained for the next 25 years.

During that time, Frank was instrumental in advancing the quality of the Kyland herd through his excellent management. By the time of its dispersal in 1967, Kyland Farms had developed 44 Holsteins with over 100,000M and had achieved tremendous national and international recognition.

When Frank started with Mr. Kyle, they bought a herd of cows from Manitowoc consisting of 12 daughters of Admiral Ormsby Segis 14 and Dunloggin Eleanor. Although Eleanor, herself, did not produce exceptionally well, one of her granddaughters, Kyland Rosalyn, set a world record for milk production in 1955 with over 29,000M as a senior two-year-old. Also, Pope Vale Cascade Amy was the second Gold Medal Dam in the breed, and three of her sons were used as herd sires.

Besides his accomplishments at Kyland Farms, Frank Case also personally contributed to the growth of the National Holstein Association. He served on several of its committees, on the Wisconsin State Board and as the state board's president from 1952 to 1953. In 1962, Frank was selected to be a member of a goodwill tour to the Soviet Union. As part of the Wisconsin agricultural delegation, he accompanied Willard Allan, Dr. Elmer Woelffer, Dr. Robert Spitzer and Dr. Frank Gentile on a trip to establish better communication between U.S. and Soviet agricultural workers.

Frank Case passed away on May 14, 1990—two days before his 91st birthday—and was buried in Nebraska. He will be missed.

### HOWARD CLAPP

The late Howard Clapp spent most of his active life in Waukesha County as a worker with fine Holstein herds. He was herdsman at Aitken Brothers Farm until 1922, when he resigned to become herd manager at the Gustav Pabst Farm at Oconomowoc.

After a few years, he moved to the famous Pabst Farms, owned by Fred Pabst (also of Oconomowoc), and became his herd manager. It was during his tenure at Pabst Farms that Howard's abilities were recognized.

Howard, in close cooperation with Mr. Pabst, bred

and maintained a superior herd — a herd that received numerous awards and world-wide acclaim. Howard was likeable, sincere, had many friends and worked very hard. He was also a great breeder and a constant student of animal breeding. He died in 1937 and was replaced by another dairy legend, Silver Weiler.

In memory of this gifted Wisconsin dairyman, the Howard Clapp Trophy is presented annually to an outstanding student and show person at the Wisconsin State Fair.



Doris and Ben Dibble with old friend Elis Knutson.

### BEN DIBBLE

Ben Dibble was raised on a dairy farm near Waukesha, Wisconsin, the son of R.A. Dibble who had a small herd of grade cows. He married on Thanksgiving day in 1943.

Ben and his wife, Doris, have three children: Art, the eldest, owns the Dibble herd now located in Delavan, Wisconsin; Ruth also lives in Delavan; and Allen lives in New Mexico. The Dibble family moved to Delavan a number of years ago and continued building the herd on a picturesque farm overlooking Lake Camus and the city.

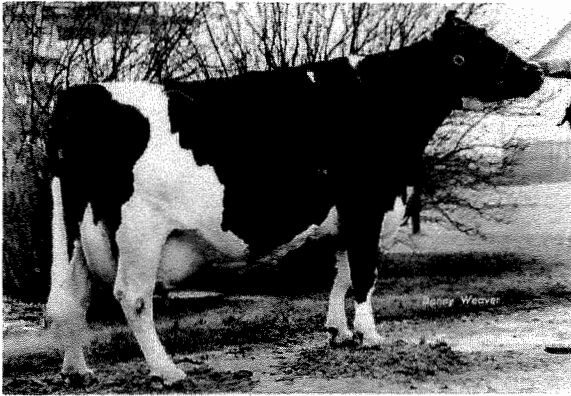
Ben was quite active in 4-H as a youth and had a few registered animals as a result of his clubwork.

By 1936, he had a nucleus of a good purebred herd. However, he was very disappointed in the production of the first registered cows that he had purchased on the basis of high AR record dams and on individual type. He learned from this experience that careful study of a cow's entire family was also essential to the establishment of a great herd. Being the determined man he was, he then went about the task of developing a herd that would be envied by many and admired by all.

A true Crescent Beauty fan, his herd soon consisted of an all inbred Crescent Beauty bloodline. His breeding philosophy included plans to keep it that way in order to prove the strong breeding power of that strain.

By the 1940's, Ben's herd had the phenomenal classification score of 88.6 points for 14 head, including five Excellents. The herd consisted of some great cows, and, as a result, Ben developed several outstanding cow families. He bred three Gold Medal Bulls: Dibble Crescent Caravan, Dibble Royal Victor and Dibble Crescent Crusader. (The latter bull was a past herd sire and believed to be the best bull he ever had.) Ben

## WISCONSIN DISTINGUISHED LEADERS



**Taloga Crescent Beauty Fayne Ex-96 4E**  
Lifetime 189,797M 6,759F. One of Ben's all time favorites.

also has the distinct honor of owning Wisconsin's first 4E cow, Taloga Crescent Beauty Fayne, affectionately known as "Black Beauty."

The Dibble herd also had an illustrious show career. Ben exhibited for the first time at the Milwaukee State Fair in 1931. A Dibble animal was shown there every year until Ben passed away. In August of 1981, Ben's young grandson, Scott, led his calf into the ring and marked the family's 50th anniversary of showing.

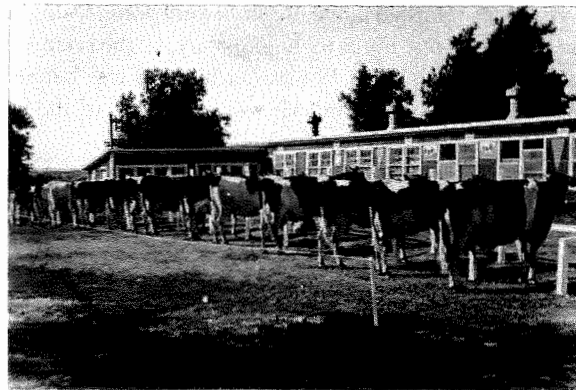
Ben's show career produced some enviable results. He traveled an extensive circuit, most often with his good friend, Allen Hetts, and accumulated an impressive winning record. Perhaps one of his proudest moments was when Dibble Crescent Model was the Grand Champion Male in Waterloo. The bull, EX-93, was named reserve All-American Aged Bull in 1958.

(Ben used to relate one incident which occurred when Dibble Crescent Model was a yearling. He and his co-workers were unloading the cattle at Memphis, and all the animals had been taken off the train and into the barns except for Model. During this time, curious local residents were crowded around the box car watching the whole procedure. Somehow the bull got loose and strolled onto the sidewalk by himself. The crowd immediately scattered in all directions, and the area was cleared in seconds. Only the bull remained. Ben said it sure scared him a little, but Model walked right up to him with his head held high. Ben grabbed him by the ring, and, together, they headed for the barn.)

Two other important winnings of which Ben was proud was the Grand Champion Bull at the Wisconsin State Fair in 1958 and the Grand Champion Female at the State Fair in 1946. He was also exceptionally pleased that he had requested the matings that produced both the Male and Female Champions at the Ohio State Fair in 1967. They were Harborcrest Happy Crusader and Gray-View Casco Crusader.

Years ago, when Ben was interviewed for a Wisconsin Holstein News feature, he said that he "missed the friendliness and closeness of the days when the show strings were moved by trains, usually from early July through October. The exhibitors were more like a family then. They traveled together, slept in the barns, and sat around on the show trunks socializing, and playing practical jokes!"

One of his favorites involved, Allen Hetts, Merle Howard



The Dibble Herd was used for a Classification School, July 22, 1944.

and himself. Merle almost always brought a small refrigerator on the circuit with him and stocked it with cookies. When the guys had their coffee, Merle supplied the sweets. At one show, Allen asked Merle if he could keep a neatly wrapped brown paper package in his refrigerator, and, of course, Merle agreed. It sat there for the duration of the show. On the last day, Merle opened the package. Inside it was a nice bag of cow manure!

Ben always gave much of the credit for the success of the Dibble herd to his wife, Doris. She stayed behind the scenes doing the farm work with the help of a high school boy, while Ben was out traveling and having fun. In fact, Ben believed that the women behind the men in the Holstein industry were the backbones of many successful dairy farms.

Ben not only took great pride in developing a fine herd of his own, but also enjoyed helping others. He always had a special rapport with young people and spent many happy hours with them. At one time, he was in charge of the Waukesha County Junior Herd that exhibited at the International Dairy Show in Indianapolis prior to the Chicago Show. The juniors left for the show with both Holstein and Guernsey cattle but with only one set of equipment. When they arrived, the management would not allow them to tie their cattle in the main barns as a group because it contained two breeds. Therefore, they had to stable their string in an old horse barn along with some elephants and other circus animals, and no one even knew they were there. On show day, however, Ben and the juniors made themselves known by sweeping the show with one win after another.



**Dibble Crescent Model Ex-93**  
Grand Champion Bull at Waterloo in 1958, he was also Res. All-American Aged Bull in 1958.

When they returned home, the kids were going to donate all the prize money, but, much to their dismay, all the prize checks bounced. Carl Taylor, a Waukesha banker, was personally acquainted with Henry Ford who was a backer of the show. Ford sent them all good checks and an apology!

Ben also took the junior herd to Memphis for several years and enjoyed many shows there. In addition, Ben was the Junior Activities State Chairman the first year that the Junior Trip was organized. (He thought he was to escort five boys, but one of the boys turned out to be a girl! That kind of threw him a little bit, but he worked it all out, and the trip was very successful.)

One of the most important accomplishments Ben experienced with the youth program was when he served as chairman of the Special Youth Committee of HFAA. J.H. McDaniel suggested the idea of a Junior All-American Program, and Ben, as chairman, pushed hard for it. As a result, in 1951, it became a reality.

Another recognition that is given annually to juniors is the Howard Clapp Award; Ben was one of three men responsible for this prestigious award being given at the Wisconsin State Fair.

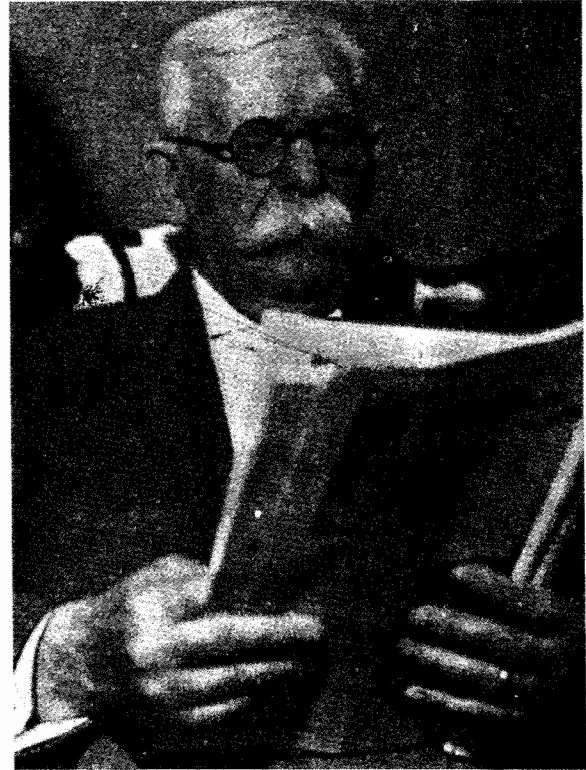
Ben was a very outspoken man with strong convictions who did not hesitate to tell anyone exactly how he felt. One of his major gripes was that there was too much politics involved in the Holstein industry. He felt that the little breeder was left out of making any major decision and, consequently, that the national association policy presented only one side of an issue.

Another policy of which he disapproved was the "too-casual" approach to official testing—too often registration papers were never checked by the testers, and, many times, testers were not even aware of what cow was being milked. He also felt that it was too easy to falsify records. He recalled the days when there was a premilkout and when the actual test included the milker being handed an empty bucket and having the milking supervised from start to finish.

A man Ben considered to be one of the finest ever connected with the Holstein business was Al Hayes from Carnation Farms. When asked who he admired most as a herdsman from the past, Ben promptly said, "Baird Hammond of General Cochran Farms in New York. He had the know-how to find cattle in the rough and make something great of them. He developed two outstanding herds." Ben also spoke very highly of Elis Knutson and Frank Case and called them "exceptional individuals."

Ben also envisioned several changes in the management of the Wisconsin State Fair which he hoped would come to pass: he hoped to see the fair make a strong comeback, he wanted to see the fair's judges picked by the exhibitors, and he also desired that a genuine effort be made by the state fair management to seek out new exhibitors and to make them happy while on the grounds. He also hoped to see the day when Pinehurst's David Bachmann would speak at the state convention on his breeding philosophy.

Not a person to sit idly by, Ben remained active in the Holstein business until his death on March 25, 1984.



**Malcolm H. Gardner**

Farmed in Walworth Co. before selling the herd and became Superintendent of Advanced Registry 1905 to 1928. Also the breeder of the cow called "Mother Ormsby".

## MALCOLM GARDNER

A name that will live as long as the Holstein Association itself is that of Malcolm H. Gardner, Delavan, Wisconsin. Mr. Gardner's connection with the Holstein industry dates back to 1885, when in partnership with his brother on a Walworth County farm, a foundation group of animals was purchased from T.B. Wales Jr. His greatest achievement as a breeder was in breeding Pietertje Maid Ormsby 78051 foundation cow of the modern Ormsby family. Her Sire was out of a daughter of Duchess Ormsby herself. She was born on the Gardner farm on November 4, 1904, and the following year she went to Minnesota with the rest of the Gardner herd which he sold privately upon his election as Superintendent of Advanced Registry in June 1905.

Mr. Gardner served as Superintendent of Advanced Registry from 1905 to 1928, the years of greatest growth and most rapid expansion of the Holstein industry. He succeeded Solomon Hoxie as Superintendent of Advanced Registry, moving the office to his home at Delavan, and later as the work of his department increased, the association erected an office building at Delavan to house it. His high ideals, broad vision and tireless energy were of incalculable value to the association during his long years in this office.

Suffering from the handicap of total deafness, the flashing-fingered assistance of Mrs. Gardner as interpreter, alone made it possible for him to continue this service after it grew to be "big business." Malcolm Gardner passed away on June 29, 1938 at the age of 84.

## WISCONSIN DISTINGUISHED LEADERS

### ARTHUR B. HANSON

Art Hanson began his interest and career in dairying by being an official state dairy tester for many years. Following this, he farmed in Barron County and raised purebred Holsteins. In 1940, Art and his wife, Jo, moved to St. Croix County where he purchased a farm which became known as ArJo Farm and which used the herd prefix, ArJo.

Winning honors in the field of dairying was nothing new for Art. He was a recipient of the coveted Progressive Breeders Award for 15 years. He was also a 4-H leader for several years. His children — Duane, DeLon, JoAnn and John — all received blue ribbons when showing animals at the county fair and at the Wisconsin State Fair.

John showed the Grand Champion Bull at the 1959 Wisconsin State Fair which was later sold to Consolidated Breeders. In the mid-40's, Art sold a bull to ABS for \$5,000. Throughout the years, the Hansons sold many cattle — privately as well as at the annual Barron Fall Sale.

Having reached the age of retirement, Art and Jo had a dispersal of their entire herd on September 14, 1967. He was a very compassionate father and husband and, after having visited various farms in the state to which his cattle were sold (in order to be assured that the animals would have good homes and good care), Art settled down for a more leisurely retirement. He passed away suddenly from a heart attack on November 8, 1976.

### MERLE HOWARD

Merle Howard grew up on a registered Holstein farm near Whitewater, Wisconsin, and, later, was a student at the University of Wisconsin. In 1942, upon graduation, Merle spent some time farming with his father, Frank. The following year, he married Verona Steffenhagen. In 1945, Merle became herd superintendent at Mooseheart Farms in Illinois, where he developed Pabst Sir Roburke Rag Apple. Eventually, Roburke was placed into the Curtiss Candy AI Stud where he went on to have a major impact upon the Holstein breed.

Merle also developed Mooseheart Princess Star, the first Holstein to have seven consecutive records of 1,000F. There were also four All-American winners plus many All-American nominations at Mooseheart during his time there. Many of Merle's fondest memories are those of taking the Mooseheart show string by boxcar to various shows. On these trips, strong friendships grew with Allen Hetts and Elis Knutson, among others.

In 1954, Merle was selected as a Klussendorf Award winner, which remains one of his proudest achievements. In 1958, Merle left Mooseheart and became an official classifier with the National Holstein Association. During that time, he had the privilege of doing classification work in Central and South American countries. He also judged many of their national shows. In 1969, Merle joined the Piper Brothers sale

business. Later, when Alvin R. Piper started his own sales organization, Merle became his primary associate and helped him build the organization into one of the top sales operations in the country.

In 1982, Merle represented the National Holstein Association and the State of Wisconsin on a Governor's Trade Mission to China. This was one of the first trade missions to that country, and it helped lay the foundation for later business ties with the Orient.

Merle's extensive knowledge of cows and his ability to communicate well have led him to many judging opportunities. He was the official at many state shows which culminated in the judging of the Western National Holstein Show in 1974. In 1986, Merle became affiliated with Harding and Harding Livestock Insurance.

Merle Howard served on the Wisconsin Holstein Board of Directors from 1974 to 1980, was vice-president in 1977 and 1978 and then became president in 1980. He also headed the fund-raising drive for the State Holstein Association office building and served on the Scholarship Fund Committee. Merle's unselfish and energetic support of the Wisconsin Holstein Association was recognized in 1984, when he and his wife were presented with the Don Gillett Service Award.

Merle and Verona presently live in Watertown and have one daughter, Carol, and three sons, Dick, Tom and Steve.

### GLEN KRAHENBUHL

Glen was the oldest son of the Fred Krahenbuhl family. At an early age, he learned the responsibilities that were involved in running a registered Holstein dairy farm. After his marriage to Ella Raven in 1922, he operated his father's City View Farm while his father managed the Barron County Holstein Sales Association. After a few years, all the surrounding breeders merged, and the association was renamed the Barron County Co-operative Cattle Sales Association.

After the death of Glen's father in 1939, the Krahenbuhl herd was dispersed and Glen became a fieldman for the Sales Association, a position which he held for many years. Glen had an uncanny ability to match buyers with sellers and earned a solid reputation for his integrity and fair dealings. Many buyers came back year after year and bought large numbers of cattle because of Glen. They even opted to buy cattle "on order" from him because of the confidence they had in his selections.

Glen also managed the Barron County show herd for many years and exhibited Holsteins at various county, district and state fairs. He and his helpers prepared and showed most of the cattle, but it was Glen who took it upon himself to show the aged bulls. He had a special talent for handling those bulls. When in the show ring, the judge barely noticed Glen, but got a good look at the animal.

Glen was one of the pioneers who established the Barron Fall Sale. He did the leg work for selecting cattle, for preparing pedigrees and for getting registration and transfer papers in order. His wife, Ella, was one of the original members of the Black and White Auxiliary.

Glen and Ella will long be remembered for promoting the Holstein breed. Presently, they have one grandson, K.C. Krahenbuhl, who is continuing the family's association with registered Holsteins.

**GEORGE KEIFFER**

J.C. Keiffer founded his grade herd in 1910. In 1929, his son, George, took it over and gradually bred registered animals of premium quality.

For instance, in 1940 and 1941, the Maytags showed the produce of Keiffer's Elmwood Mila Ormsby 2nd, who were made All-American in 1941.

George continued to upgrade his herd over the years by using cattle he received from his brother, John, and from remnants of a dispersal in 1947.

In the 1950's, George's herd had two of the daughters of Admiral Ormsby Fobes of Rock—Abberkerk Susie and Fobes Abberkerk—and several of his granddaughters. He also had two daughters of Pabst Burke Breeze and a bull from Wisconsin Mirth, the 698F daughter of Weber Burke Cyclone.

During that same decade, George ran several cows on AR, had his entire herd on DHIA, bred several exceptional cows and was a true promoter of Holstein excellence.

Later in life, George went into the auction business and became very successful at managing a number of sales around the state.



**Elmwood Mila Ormsby 2D**

One of the old Kieffer brood cows with 484F on 2x, she's the dam of the 1941 All-American Produce of Dam for Maytags. One of the pair was Ex at 12 years of age, both had over 700F.

**THE KLUSSENDORF BROTHERS**

William (Will), Fredrick (Fred), Arthur (Art) and Raymond (Ray) Klussendorf grew up in downtown Milwaukee during the late 1800's and early 1900's. Their father died at an early age, leaving the young boys to find work at the Rust Brothers Farm near West Allis. At that time, the Rusts were quite progressive Holstein breeders and even employed a young Japanese man by the name of Kinya Machimura.

**William Klussendorf:**

Will graduated from the Wisconsin Short Course of Agriculture in 1902. After that, he worked on a farm owned by J.Q. Emery, the state's first Food Inspection Officer, in Edgerton, Wisconsin. The Klussendorf Brothers' Holstein herd was established by Will, Art, and Fred about 1920, with Art and Fred as absentee partners. At a later date, Will bought out Art and Fred and remained on the farm near Salesville in Waukesha County until he retired.

**Fred Klussendorf:**

Fred graduated from the Wisconsin Short Course of Agriculture in 1906. After graduation, Fred worked for A.W. and F.E. Fox, Guernsey Breeders of Waukesha, Wisconsin. He took their show herd to the Pacific Exposition and won the majority of the classes. Later, Fred took a job managing Meadow Lane Farm, which was owned by the Aitken Brothers who were also of Waukesha.

One of the original cattle purchases Fred made for the Aitken Brothers included a bull named Terracelawn Hengerveld Segis and several of his daughters. One daughter, Doetje Nellie Concordia, was Grand Champion at the 1920 National Dairy Show. Hulda Segis Koroba, another daughter, was Grand Champion at the 1921 National Dairy Show. In addition, the get of Terracelawn Hengerveld Segis was First Get-of-Sire in both 1920 and 1921.

In 1920, a committee was formed by the Holstein-Friesian Association to produce a True-Type model cow and bull for the Holstein breed. By using pictures and clay models of parts of living Holstein animals, uniform standards could be set for breeders as well as judges. The committee used the udder of Hulda Segis Koroba to help form the udder of the original True-Type model cow.

Fred was also a member of the First Reformed Church of Waukesha and served on its church council. Additionally, Fred served on the local school board, on the Waukesha County Holstein Association's board and on many other breed, farm and milk producers organizations. Fred was appointed Superintendent of Cattle at the Wisconsin State Fair in 1929, a position which he held for 25 years. The exhibitors and the Wisconsin State Fair Association presented him with a gold watch for his efforts when he retired in 1954. Also, for a number of years, a Herdsman Trophy has been annually awarded in Fred's memory to an outstanding herdsman exhibiting at the Wisconsin State Fair.

**Art Klussendorf:**

In 1910, like his two older brothers, Art graduated from the Wisconsin Short Course of Agriculture. After that, he worked for several prominent dairy cattle breeders in Wisconsin. Art's chief success was in the fitting and showing of the herds of other exhibitors. His ability as a judge and a showman who could always present the most desirable view to the official judge was so widely recognized and appreciated that his services were in demand nationally.

In 1936, Art's untimely death occurred due to a streptococci throat infection. Soon after his funeral, some of his many friends established the Arthur B. Klussendorf Trophy which is awarded annually in his honor. This award is given to the showman that excels in ability, endeavor and sportsmanship. The first trophy was awarded in 1937 at the National Dairy Show. For awhile, the trophy was awarded at the Waterloo Dairy Congress, but during recent years, it has been awarded at the World Dairy Expo.

**Ray Klussendorf:**

Ray graduated from the University of Wisconsin College of Agriculture with a B.S. degree in 1923. He then went on to



## WISCONSIN DISTINGUISHED LEADERS

graduate from Cornell University with a doctorate in Veterinary Medicine. Some of the important positions he held during his lifetime were: general veterinarian in Waukesha, Wisconsin; pathologist at the Diagnostic Laboratory in Madison, Wisconsin; general veterinary practitioner in Columbus, Wisconsin; and executive secretary of the American Veterinary Medical Association in Chicago, Illinois, and editor of its publications. He was also employed for a time by the Commercial Solvents Corporation of Terra Haute, Indiana.

### ELIS KNUTSON

Elis Knutson was one of the few giant figures in dairy history to have "done it all." He bred and showed All-Americans as well as some of the other leading Holsteins of his time, managed herds for others with unequalled success, and advised and assisted an army of Holstein breeders—from 4-H children to corporate giants.

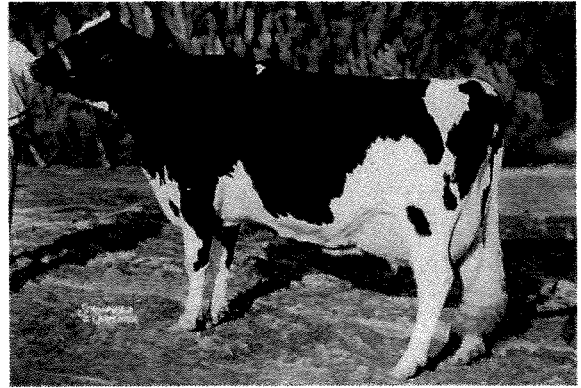
Elis was born on September 22, 1910, to a carpenter, Edward Knutson, and his wife, Amanda Hartmann Knutson. Since his parents also owned 40 acres, Elis spent his youth milking a few grade cows and raising strawberries for his family. It was not until he and his brother, Ernst, wanted to show cattle at the county fair for 4-H that registered cattle entered his life. As a result of that initial acquaintance with Holsteins, Elis began to focus his energies on a career in the dairy industry.

Consequently, Elis became an expert on herd management. During his lifetime, he held three important positions. He spent 28 years as the herd manager of the Pabst-Knutson Farms in Oconomowoc, Wisconsin, seven years at Chambric Farms in Rockford, Illinois, and eleven years at Nehls Farms, Inc., in Juneau, Wisconsin.

It was in 1933 that Elis and his brother, Ernst, started working for Fred Pabst. The three of them formed a partnership called the Pabst-Knutson Unit. Mr. Pabst owned the buildings and the land, and the brothers purchased the stock. Elis and Ernst borrowed enough money to buy 23 cows at an average price of \$235. They all proved to be of good quality and eventually provided a base on which one of the state's greatest breeding and show herds was developed.

1935 was the year that Elis Knutson hit the big time show circuit and started making his name synonymous with prized cattle. He spent six to eight weeks each year traveling with the best of Pabst Farms and the Pabst-Knutson herd and eventually became one of the most successful cowmen Wisconsin ever saw.

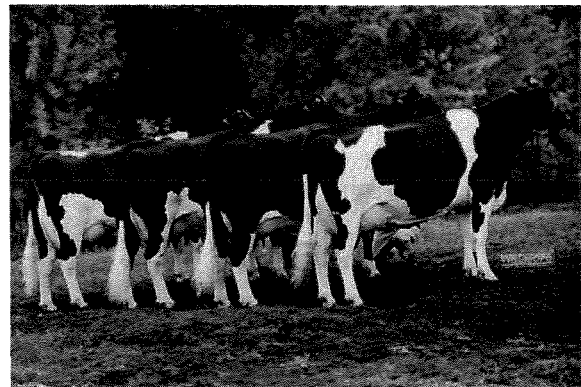
One of the best stories about Elis' show circuit days took place one night in 1949 at the Michigan State Fair. Apparently, a Jersey bull had gotten loose and was attacking Pabst Sir Regal Fobes. Upon hearing the ruckus, one brave soul who had been sleeping in the barn with the other show people, rushed down the show barn stairs in his birthday suit, grabbed a fork and drove off the offending bull. Since then, Elis has been positively identified as the "Naked Toreador" of the Michigan State Fair.



**Plain View Inga Ex-95**  
All-American Aged Cow 1956 with three records over 1,000F, and Elis's all time favorite cow.



**Plain View Inga Ex-95**  
Sold in the Pabst-Knutson Sale for 12,000 to Lakeside Farms Elkhart Lake, WI



Reserve All-time All-American Sr. Get of Sire by Rosafe Magician 1965, all purchased and developed by Elis.



Chambric Farms six great show cows that won Premier Exhibitor honors at many State and National shows.



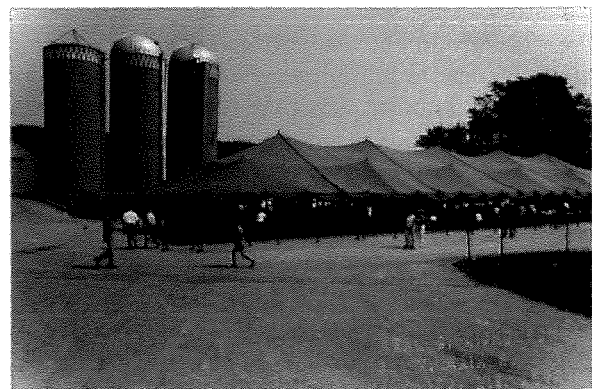
The office full of Trophies and Banners won by Chambric Farms while Elis was the manager.

Elis' favorite cow of all times was Plain View Inga, EX-95. She was All-American Aged Cow in 1956, the first cow of the breed to be Grand Champion at Waterloo, Chicago and Toronto all in the same year, as well as the first All-American Female to complete three 1,000F records. Elis found Inga as a skinny two-year-old at the Waukesha Blue Ribbon Sale, consigned by Harold Imig of Neilsville, Wisconsin. After he saw her, he was willing to pay up to \$1,500 for her but was lucky enough to get her for \$850.

Elis' all-time favorite bull was Pabst Fobes Burke, EX-96, a four-time All-American for Pabst Farms in 1953, '54, '56 and '57. He was a big, tall, black, stylish show bull of whom Elis was very proud.

In 1957, after showing for Pabst for 24 years, Elis was awarded the very prestigious Klussendorf Trophy for his tremendous show record.

In 1961, the final chapter of the Pabst-Knutson Farms came to an end with the dispersal of their famous herd. During that sale, Elis' love of his life, Inga, was sold to Lakeside Farms to spend her last days; so he decided to follow her daughter, Pabst Inga Duchess, who topped the sale at \$21,000 to Mr. and Mrs. Roy Champayne, owners of the newly formed Chambric Farms in Rockford, Illinois. (It was always readily admitted that the Champayne's only reason for buying the Inga Duchess Cow was in order to get Elis as their herd manager.) While he was at Chambric Farms (from 1961 to its final dispersal in 1968), Elis developed one of the great show herds of the mid-sixties. In 1963, '64, and '65, Chambric showed the All-American Senior Get-of-Sire by Rosafe Magician and had numerous individual All-American nominations and winners as well.



Nehls Farm Dispersal of 1973. Elis spent eleven years at Nehls Farm.

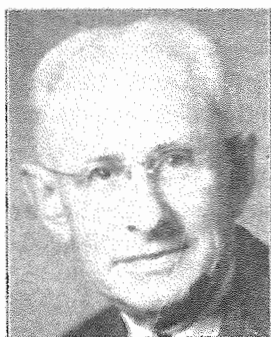
In 1968, Elis returned to Wisconsin and took over as herd manager of the Willard Nehls Farms in Juneau, Wisconsin. It was there that Elis helped develop the Nehls herd to an all-time high of 83 Excellent cows. In addition, he helped develop Majestic Elms Amy to Reserve All-American Four-Year-Old in 1972 and eventually got her scored EX-97-5E, making her one of the most elite cows of the Holstein breed.

In 1982, several friends of Elis Knutson traveled from all over the U.S. and from as far away as Japan to salute the incredibly talented cowman who had given so much to the dairy industry. Elis retired in 1979 and moved back to Oconomowoc where he passed away on August 2, 1983, at the age of 72.

## WISCONSIN DISTINGUISHED LEADERS

### GENE MACK

as a dignified Vice-President  
of the H-F Ass'n of America



The famous auctioneer and ringman, Gene Mack, was a resident of Fort Atkinson in Jefferson County. His father, Abe Mack, was a popular farm auctioneer, and, as a young boy, Gene learned the auction chant from him. When Gene was 18 years old, his father's voice suddenly gave out one day, and young Gene was called to pinch hit for him. From that day on, he continued the auctioneering profession as his life's work.

Gene received his first recognition as a member of the great auctioneering team of Haeger, Kelley and Mack. Later, he worked by himself and then with C.B. Smith. Beginning around 1910, he averaged between 50 and 60 sales a year. In 1918, he worked the Milwaukee National Sale at which the bull, Carnation King Sylvia, was sold for \$106,000.

Gene had several acts which amused sale audiences: an egg sleight-of-hand trick, his beef-steak cutting teeth, winding a watch with a clatter like a mowing machine and the ceremony of blowing his nose with an amplifier concealed in his handkerchief.

A successful businessman, Gene also owned several farms and bred many good Holsteins with his farm partners. He was regularly elected a delegate to the National Holstein Convention and served a term as vice-president of the Holstein-Friesian Association of America.

### WILLIAM MEISEGEIER

William Meisegeier, born November 6, 1885, bought his first registered Holsteins in 1914 from Bederman Brothers of Grantsburg, Wisconsin. He paid \$35 apiece for four yearlings. The next year he bought two more from Fred Krahenbuhl of Barron. Also, in 1914, he purchased a registered bull from Robert Plenty who farmed north of Rice Lake.

The next year, Mr. Meisegeier started official milk testing and had Sherman McBreyer of Canton, Wisconsin, as his first milk tester.

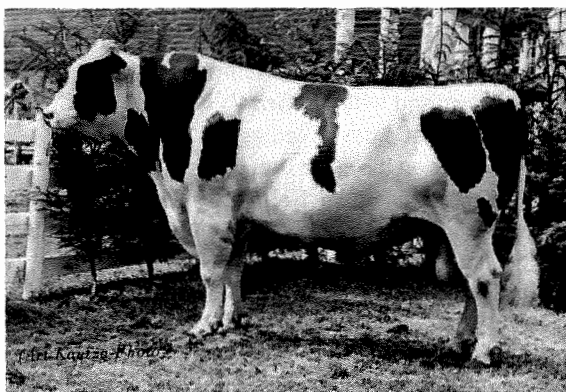
On November 15, 1920, Mr. Meisegeier purchased Buttercup Hengeveld Johanna for \$1,500. Oscar Odein also purchased a share in this cow who was consigned by John LeJune and his son, Ernest, of Cumberland. (Rumor has it that when Mr. Meisegeier brought this \$1,500 cow home, it became very quiet around his house for a few days; shortly thereafter, his wife, Ella, being a very good hand milker, was assigned to milk Johanna, and family relations returned to normal.) Mr. Meisegeier got four heifer calves from the cow and then Oscar Odein took her.

Mr. Meisegeier also purchased a herd sire, Sir Bess

Ormsby Mercedes, a son of Sir Peitertje Ormsby Mercedes 37th and Daisy Queen Dekol, a 679-pound cow, testing 4% for \$1,250 in 1921. Together, they formed the foundation of the Meisegeier herd.

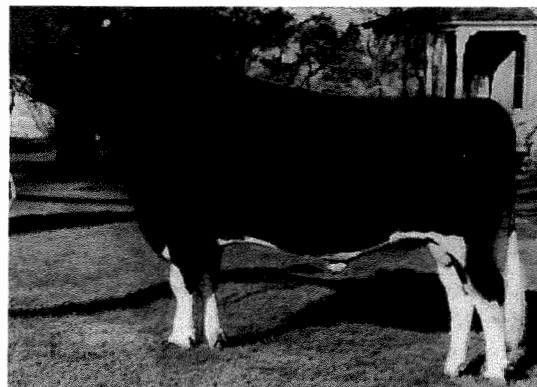
In 1929, Mr. Meisegeier sold 15 daughters of Sir Bess Ormsby Mercedes to Iowa State College for \$9,000. Three of these cows, who were daughters of Buttercup Hengeveld Johanna, produced an average 20,302M with a 3.9% test and 760.5F, plus held national records for many years. At the time of this sale, Mr. Meisegeier had mixed emotions. He found it very difficult to part with the accomplishments of his breeding program, but stated, "There's a time to plant and a time to harvest."

Mr. Meisegeier was certified TB free in 1929 and Bangs free in 1932. In 1912, he grew the first alfalfa in the area, then called alfa-alfa. In 1914, he built his first stone silo. He was also active in showing cattle at the local Community Club and the Barron County Fair until his retirement in 1947. He was selected as Wisconsin Master of Agriculture in 1938 and was proud to have seven grandchildren as members of the National Junior Holstein Association and another granddaughter, Carol Jean Nelson Hegna, as National Holstein Girl in 1952.



**Meisegeier Typeblazer Ex-94 GM**

Bred by Carl Nelson, he was one of the successful sires used at Clinton Stock Farm, and had a major influence at Heatherstone.



**Green Notch Segis Ginger** was one of the supreme test bulls ever bred. He was bred by Vincent Jesse a son-in-law of Mr. Meisegeier, Ginger was developed by Robert Behling and later sold to ABS.

All the Meisegeier children owned their own dairy farms. Two of his sons-in-law, Vincent Jesse and Carl Nelson, continued with registered cattle. Vincent Jesse used the Green-Notch prefix and Carl Nelson, the Meisegeier prefix. Vincent Jesse bred the Ginger bull that proved so popular at

ABS in the 1960's and also earned the Progressive Breeder Award.

Nelson developed the first Excellent cow in Barron County as well as an All-American nomination, and sold cattle to seven foreign countries. Mr. Nelson dispersed the Meisegeier herd in 1961. At that sale, Mr. Meisegeier's granddaughter, Carol Jean Nelson Hegna, and her husband Duane Hegna, purchased many of the foundation Meisegeier Holsteins and incorporated them into their Heatherstone herd at Baraboo.

Mr. Meisegeier's great-granddaughter, Karyn Nelson Schauf, and her husband, Robert Schauf, carry on the Meisegeier tradition in Barron County. They currently use the Indianhead prefix and farm some of the same land that Mr. Meisegeier farmed.

Another great-granddaughter and sister to Karyn Schauf, Kathy Nelson Splett, and her husband, Kevin Splett, farm at Almena in Barron County.

### MARLOWE E. NELSON

Marlowe Nelson graduated from the University of Wisconsin-Madison where he had been a member of the meats, livestock and dairy judging teams. During his high school and college days, he spent considerable time at his cousin Gene's Gray-View Farm and with the Gray-View show herd, observing the intricacies of cattle breeding and showing.

After working on the extension staffs of both Ozaukee and Kenosha counties, he spent from 1950 to 1952 in the U.S. Army, where he served in Japan and Korea. While in Japan, he became acquainted with some Japanese Holstein breeders and, upon his return home, set up a trainee program for young Japanese on Wisconsin farms. The first person he placed was Jun Utsunomiya (whose father later became well-known in the U.S. as a fine Holstein breeder) and, over the years, some 50 trainees have come to Wisconsin through the program. In 1955, Marlowe was the guest of the Hokkaido Holstein Association in Japan and honored for his contribution to the development of the dairy industry in Hokkaido.

After obtaining his Master of Science degree in dairy cattle genetics at Michigan State University, Marlowe joined the University of Wisconsin's Dairy Husbandry Department where his primary responsibility was to youth programs. As a result, he helped organize the Wisconsin Junior Holstein Association and also developed the first 4-H herd management programs.

From 1958 to 1969 he was Sire Analyst and Sire Procurement Manager at Southern Breeders. When the company merged with Tri-State Breeders in 1959, he became responsible for sire purchases and evaluation programs.

In 1969, Marlowe went into business for himself. Since then, he has sold and exported cattle to several countries, including Japan, Italy and Germany. He has also served as a consultant to Holstein breeders in the U.S., Germany and Japan and has judged many shows throughout those countries as well.

Since 1979, Marlowe has been the U.S. agent for ORE-CO, a German AI group that keeps bulls in the U.S. and sends their semen to Germany. In the past ten years that he has worked for the company, he has purchased over 140 bulls and has overseen

hundreds of shipments of semen and embryos to Germany.

Besides working for ORE-CO, Marlowe maintains other business interests. He currently owns about 40 head of registered Holsteins and also finds the time to assist sales organizations with their catalogs.

Additionally, Marlowe was a member of the Wisconsin Holstein Association Board of Directors from 1969 to 1973 and was president from 1969 to 1970.



### PROFESSOR A.C. OOSTERHUIS

Professor A.C. Oosterhuis, a Holstein-Friesian scholar who was teaching at the University of Wisconsin during the early part of this century, traced the history of the black and white Holstein back to 300 B.C. when it was known to have grazed upon the lowlands of the Netherlands' province of Friesland.

In 1918, Jack Norton, head of Carnation Company's eastern operation, lured Professor Oosterhuis (or "Oostie" as he was called) away from the University of Wisconsin's faculty and talked him into accepting the position of first director of Carnation's Dairy Extension Service.

This decision prompted Oostie to transfer his headquarters to Oconomowoc where he immediately began spending most of his time in the field working directly with dairy farmers who wished to improve their herds. Consequently, Oostie not only helped local dairy farmers breed more productive cows, but he also initiated a program which augmented dairy sanitation standards.

When Carnation decided to move its main office to California, it offered Oosterhuis the opportunity to purchase its operation. On August 7, 1929, he purchased the entire Carnation herd. To accommodate his purchase, Oosterhuis also acquired acreage from Carnation's eastern farm near Oconomowoc. He continued to successfully breed and manage the herd for many years until its dispersment in July of 1952. Professor A.C. Oosterhuis also served as president of the National Holstein Association for four years.

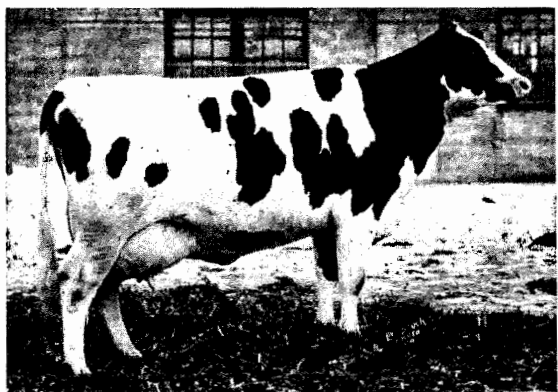
## WISCONSIN DISTINGUISHED LEADERS

### GUSTAVE PABST



The older brother of the famous Fred Pabst, Gustave entered the registered business in 1920 with the purchase of a farm south of Oconomowoc, on the intersection of Hwy. 67 and 18 in the small community of Dousman, Wisconsin. It was at this location where the Hollyhock herd was developed and progressed to national fame.

Howard Clapp was hired as herdsman in 1921, and stayed on as herdsman until the herd was dispersed in 1927. After the sale Howard was hired by Fred Pabst and stayed at Pabst Farms until his untimely death in 1948.



**Hollyhock Piebe Fobes**

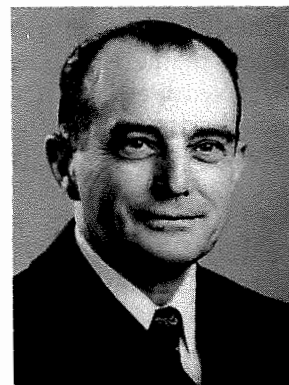
All-American 4-year-old of 1926. She sold for \$10,000 as a foundation animal for Dunloggin Farms, Ellicott, Maryland.

Topping the Hollyhock complete dispersal was their most famous animal ever bred on the farm, Hollyhock Piebe Fobes, a former National Champion and the All-American four-year-old of 1926. She sold for \$10,000 as a foundation animal to the soon to be famous Dunloggin Farms, Ellicott, Maryland. Dunloggin was owned by Wisconsin native, Joseph W. Natwick, who purchased many of his foundation animals from several of Wisconsin's farmer-breeder herds during the late 1920's.

After the Hollyhock dispersal, Gustave started the Ventner Corporation Farm across the road from the Hollyhock farm. Ventner was the name used for all the Pabst Corporation investments outside of the Brewery, and this herd was discontinued in the 1940's.

In 1941 the Hollyhock farm was sold to Dr. J. Rheineck of Oconomowoc, WI. He developed a herd of registered Jerseys, keeping this herd until 1960 when he had a complete dispersal, and the buildings were removed for land development.

### PROFESSOR PAUL H. PHILLIPS



Paul Phillips was a registered Holstein breeder in the 1940's and 50's, who participated in a number of Holstein association activities. However, his influence on the Holstein industry was far more widespread due to his research and teaching activities as a faculty member in the Biochemistry Department of the University of Wisconsin, than because of his membership status.

Professor Phillips owned a farm in Dane County prior to World War II. When the war started, Phillips' farm manager was drafted, and no other farm help was available. Therefore, Professor Phillips, himself, took over the milking and other chores, working before and after his regular university faculty day. Occasionally, some of his students were pressed into helping with haying and other farm jobs.

Phillips came by his farm interests early, having been raised on an eastern Washington state wheat farm where it is reported that he drove a 29-horse tandem hitch on a grain combine. After serving in the Navy during World War I, he earned a B.S. degree in agriculture at Washington State University. He then spent some years with a relief agency in Soviet Armenia, managing their school farm. In 1933, Phillips went to the University of Wisconsin where he studied the effects of fluorine on dairy cattle and earned his PhD in Biochemistry. Joining the faculty of the University of Wisconsin, he quickly rose to full Professor in the Biochemistry department.

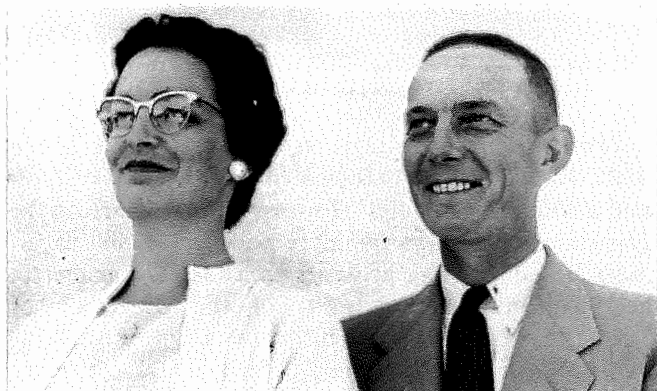
Perhaps Professor Phillips' greatest influence on the dairy industry resulted from his research on maintaining the fertility of bull sperm. He and his students developed the first diluent for bull semen that maintained sperm fertility for one week or more. This was a critical step in the early development of the AI industry as, for the first time, it was possible to store and transport sperm without loss of fertility.

Phillips' research was wide-ranging, and also involved vitamins and trace minerals as well as sperm metabolism. It resulted in over 280 research publications and major awards from the American Dairy Science Association, the American Society of Animal Production and the Italian government. He also trained 76 PhD students who have graduated to successful careers, including several as faculty members at the University of Wisconsin.

## WISCONSIN HOLSTEIN HISTORY 1890-1990

In addition to all of the above, Paul Phillips was president of the Dane County Holstein Association in 1953, served as chairperson of a Wisconsin State Holstein Association committee on disease control and spoke to the 1944 state Holstein convention on the subject of "Nutritional Hazards of the Holstein Calf".

Wisconsin breeders have benefited in numerous ways from the lifetime work of Paul Phillips and pay tribute to his significant contribution.



### NORMAN AND MARGARET RASMUSSEN

This story is dedicated to the inspiration and enthusiasm of an incredible couple, Norman and Margaret Rasmussen—a couple whose unselfish energies have helped mold the Wisconsin Holstein Association into the vibrant organization that it is today.

Norm was officially hired as the state association's part-time editor of the Wisconsin Holstein News and as its secretary/treasurer in 1958. (This was during the time the state's membership was less than 1,800, and the office managed to publish four magazine issues a year.)

From the time he got the job until the early 1960's, Norm (with hired help) maintained a herd of mostly registered cows plus performed the duties of association secretary/treasurer and magazine editor. Gradually, Norm's job description took on more of a fieldman/public relations position for the association. This resulted in Margaret agreeing to perform the duties of secretary/editor and to a public dispersal of their herd. But Margaret soon missed the cows and said that they really needed something to eat all their pasture and to watch out the office window, so a few beef cows were purchased for those purposes.

As the Wisconsin Holstein News expanded to six issues, Margaret became paid, part-time association help and officially joined Norm, who had long before gone to a full-time position with the organization. As a result of both individuals undying dedication and love for the association, the membership and the county organizations grew by leaps and bounds.

Margaret graduated to paid, full-time work when the News, again, grew in popularity and went to ten issues. Eventually, it became a twelve-issue magazine, which was distributed during the first week of every month.

It was also during Norm's and Margaret's 25 years as the "reigning King and Queen of the state organization" that the

Wisconsin Junior Holstein Association was initiated. Many of the existing junior activities are indebted to the Rasmussens for their origin because they stemmed from their ideas or from board members with whom the Rasmussens worked. This gave both Norm and Margaret a great deal of pride, since it allowed them to help junior members achieve their goals and to eventually become adult leaders in farming communities and/or in agriculturally-related fields.

Other functions which were started under Norm's direction are the present district shows and the Wisconsin Championship Show, which now boasts as being in the top five shows nationwide almost every year.

What the Rasmussens loved most was the great friendships they developed because of their association with the Wisconsin Holstein Association. They also appreciated the great pride that the membership developed within individuals, in their cattle and in their organization.

Norm retired in 1980, at the age of 62, and died the next year, on July 28, in a drowning accident.

After Norm's death, Margaret continued to edit the association's magazine from her home in Lone Rock. However, she relinquished the job of office manager to Mike Snyder, and he moved the office to Baraboo. Then, in the fall of 1983, when Margaret turned 65, she decided that it was time to put down her pen and hang up the phone as editor of the Wisconsin Holstein News.

Currently, she is enjoying her retirement in Lone Rock as well as her family and grandchildren.



The state office for 25 years in Margaret and Norman's home.



The state office sign at the Rasmussen Home.

## WISCONSIN DISTINGUISHED LEADERS

### NELSON "NELS" REHDER

One of the all-time great showmen of the breed, Nelson Rehder, was born near the small farming community of Gladbrook, Iowa, in 1912. He grew up on a small commercial dairy with his brother, Donald.

"Nels" got into the registered business in 1928 by working for some of the best show herds of the time. His first job was with Chapman Dairies in Kansas City, where he went on the show circuit and took care of their show cattle from July 4th through Thanksgiving.

Nels' next job was with the world-famous Maytag Farms of Newton, Iowa. Maytag was truly the show place of the dairy industry in the 30's, with its 36-boxstall barn and its four-time-a-day milking schedule. It was while Nels was at Maytag that the great sire, Man-O-War, was used so successfully. As a result, his offspring were named the All-American Get-of-Sire in 1931, 1932, 1933 and 1934.

In 1932, Nels went back to Gladbrook, Iowa, to work with his brother on the home farm. Nels married his wife, Marion, in 1935 and settled down to raising a family and farming in Iowa. For the next 14 years, Don and Nels were two of the leading breeders of registered Holstein cattle in Iowa and showed their quality animals on the major show circuit.

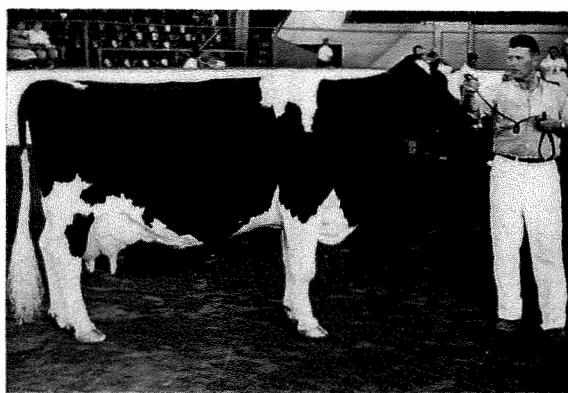
However, in 1951, the brothers decided to split the partnership and to disperse the herd. Following the sale, Nelson and Marion Rehder moved to Oconomowoc, Wisconsin, and took over the management of Sunny Lea Farms.

The Rehders stayed at Sunny Lea for 14 1/2 years before its final chapter was written and its herd was dispersed. During that time, Nels worked for Mr. A.D. Braun and had a major influence on Wisconsin Holstein history.

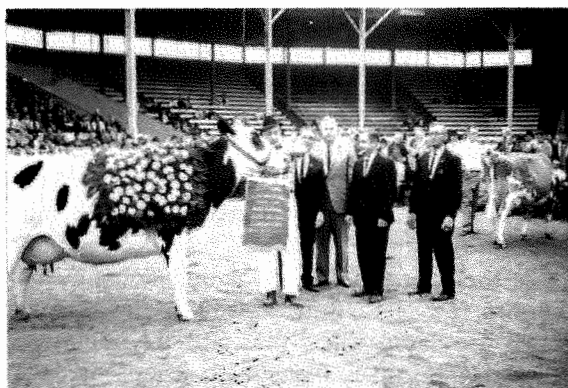
Nels took great pride over the years in finding "good ones" in the rough and developing them into show winners. While at Sunny Lea Farm, Nels had his greatest successes in the show ring with the Pabst Comet Senior Get-of-Sire, the Reserve All-American in 1953, and such cows as Meldomar Comet Doreen—the first cow in Wisconsin to classify EX-95 and the second cow of the breed to do so. Other great cows Nels showed were: Tidy Roamer Bess Leader, the All-American Three-Year-Old in 1957; Queen Ormsby Pabst Bev, EX-90, Reserve All-American Four-Year-Old in 1957; Ideograph Burkgov Inka, EX-94, nominated All-American Aged Cow in 1958; Detert Beacon Inka Mistress, EX-95; and Brauns Sunny Lea Pat, EX-92. (These last three cows—Inka, Mistress and Pat—plus Nels' all-time favorite, Wimpy, comprised Sunny Lea's undefeated dairy herd of 1958.)

Linden Dictator Wimble Wimpy, or "Wimpy" as she was always called, was first spotted by Nels at Chicago in 1956 as a four-year-old. She was scored 84 points and owned by John A. Newman and Sons of Culver, Indiana. Purchased privately by Sunny Lea for \$4,000, she captured several great honors for the farm during the next four years.

At Sunny Lea's first dispersal in 1960, Nels purchased Wimpy for \$7,000 and showed her twice more to All-American fame. Then, in March of 1963, on Nelson's birthday, Wimpy became the first cow of the breed to go Excellent-97 points. At that time, Wimpy was 60 inches at the withers and weighed a ton.



**Nelson and Wimpy** after being named Grand Champion at Waterloo, one of many of her victories.



**Kings Artic Rose Ex-97**  
All-American Aged Cow 1966 shown at Waterloo to Supreme Champion By Allen Hetts, purchased by Nelson for Edward Boehm, N.J.

In 1964, Sunny Lea dispersed for the final time. Consequently, Nels and Marion, with their children grown, took a year to travel and relax.

In 1965, while at the National Convention Sale in Seattle, Washington, Nels spotted the cow, Kings Artic Rose, whom he purchased for Edward Boehm of New Jersey. He then sent the aged cow back to Wisconsin to his good friend Allen Hetts, who took care of her during the entire show season. In 1966, Rose was the All-American Aged Cow, and she and her VG-88 maternal sister made up the All-American Produce of Dam for that year as well. In April of 1967, Rose and her sister went to their new home in New Jersey. On January 6, 1968, while she was there, she also went Excellent at 97 points. As a result, Nelson is credited in his lifetime with the rare privilege of owning or developing two individual All-American Aged Cows that both went EX-97.

In 1966, Nelson and Marion moved to Markesan, Wisconsin, and worked for J. Gordon Hull for four and one half years. Before they dispersed Mr. Hull's registered herd, Nels developed several All-Wisconsin winners. Following that sale, Nelson and Marion retired in Markesan.

On April 19, 1986, after over 50 years of marriage, Marion passed away.

Now, at the age of 78, Nels is still looking for that "good one," and continues to be very much a part of the state's Holstein industry. As a matter of fact, earlier this year (1990), he helped sell some of Wisconsin's best show cows to Pantom Farms of New York.

**C.A. SCHROEDER**



Another Wisconsin family that has been in business since the early days of the breed, and is now the second longest continuous herd with registered holsteins in Wisconsin, and have contributed much to its progress is the Schroeder family of West Bend, Wisconsin.

The first animal recorded as owned by F.W. Schroeder and son was the bull, Von Schiller 2105 HHB, born March 9, 1883 and they started registering animals of their own breeding in 1885, as recorded in the final volume of the Holstein Herd Book and Volume 1 of the Holstein-Friesian Herd Book. In 1885, however, C.A. Schroeder purchased the 4-year-old sire, Pilgrim 317 HHB, and this was the first animal to be registered in Mr. C.A. Schroeder's name. He was the famous winner Rijaneta. Mr. Schroeder was considered one of the very early "deans" of the holstein industry.

Mr. Schroeder had two sons, Herbert and Guido. Herbert served as state president of the Holstein Association from 1922-1923 and a National director from 1939 to 1947. Herbert's younger brother Guido and his nephew Egbert Muth formed a partnership in 1945 to continue the Cedar Lawn prefix. This partnership continued until 1970 when Egbert (Bud) continued on his own. In 1973 Bud's son George graduated from high school and entered into the partnership.

The present chapter took place when George and his wife Kathy and their family took over the Cedar Lawn prefix in 1979. They have continued this family tradition right up to the present, completing 108 years of Registered Holsteins.

**DON STOUFFER**

Don Stouffer, son of an army man, was born in Fort Sheridan, Illinois, in 1920. His introduction to Holsteins began after his marriage on February 14, 1943, to Maryanna Baird, niece of W.L. and daughter of James Baird.

At the end of his tour of duty in January of 1946, Don went into business with his father-in-law, who was on the state Board of Agriculture, an insurance man and a farm manager. While "Uncle Bill" took care of the cattle at shows for both public and private sales, James ran the farm. Initially, Don was hired to run errands for them. It was his job to regularly pick up semen samples from their two bulls at Libertyville and

bring them back quickly. After a few months of this and a few more months of training, Don was asked to be responsible for taking customers around as an order buyer. Eventually, his duties grew to include helping with the auction sales, advertising and preparing entries for sale catalogs.

When W.L. Baird and Francis Darcey first opened their public sales company under the name of Baird and Darcey, Don was trained as a clerk for auctions and began to take care of the financial end of the sales. He also ran slips and kept records for the farm which was a 365-day-a-year enterprise, unlike the three month sales spurts in spring and fall. He remained with the Baird Farm until its dispersal in 1957.

That year, Jack Vye decided to sell the National Pedigree Company which originally was owned and started by Jack's father. Jack called Bill Baird, looking for a buyer, and Baird immediately offered it to Don as a chance to go into business for himself. Don readily accepted and discovered his forte.

At that time, there were five major catalog companies in the U.S., and Don was determined to become the best. Upon taking over the National Pedigree Company, Don dropped the Brown Swiss line from the catalog and concentrated on what he knew and loved best—the Holstein. The business prospered due to the attention paid to the quality of the catalog and to the accuracy of the information which it contained. As a result, Backus of New York and the National Pedigree Company published 80% of all U.S. sales catalogs for many years.

When the Holstein-Friesian Association of America discontinued its publication of Holstein type and production books, breed information became directly available to the general public. This had a definite negative impact on the sales catalog market.

However, over 30 years and 3,000 catalogs later, Don Stouffer remains very active in the publication of Holstein sale catalogs. Although Don now publishes about 50 catalogs a year (as opposed to almost 150 in the 60's and 70's), he and his staff continue to offer concise and accurate information to the Holstein buyer and seller.

Maryanna Stouffer passed away on March 25, 1990 after a long illness.



Wisconsin State Fair Centennial Show Aged Cow Class and Harvey Swartz was the Judge.

**HARVEY SWARTZ**

Harvey Swartz, known for years as "The Voice of Experience" and later as "The Dean of Judges", has been involved in many of the facets of dairy cattle merchandising. He has been a cattle fitter, showman, sale leadsman, ringman, auctioneer and sale manager as well



## WISCONSIN DISTINGUISHED LEADERS

as a classifier and judge. In recognition of his outstanding contribution to the dairy industry, Harvey received the Wisconsin Distinguished Service Award at the 1986 Wisconsin Holstein Convention.

Following is an interview with Mr. Swartz at the age of 80. It was conducted by Elmo Wendorf, Jr., and Don Stouffer, and taped at Mr. Swartz's home in Waukesha.

**Where were you born? How did you get started? Tell us a little bit about your background.**

I was the youngest of three boys. I was born in 1906 on a farm west of Waukesha. Portions of the original homestead have been sold to the Waukesha School District where Waukesha North campus is presently located; and the hill on which I used to sled has been sold to the City of Waukesha.

In 1925, when I was 18 years old and just out of high school, I went to auctioneering school at the Kansas City School of Auctioneering. This lasted about three months, and I graduated from there on January 23, 1925. After school, I got involved with farm sales which I really did not like because I felt I didn't know enough about the items being sold. For example, I dispersed a friend's farm. I sold his sheep, but I felt like I didn't know what I was doing. I must have, however, because a man that had been at the auction thought I had done a good job and invited me to do his sale — and that's how I got started as an auctioneer.

Auctioneering went from one thing to another and, in order to make the big money, I had to make sure I auctioneered a large-volume sale, like a two- or three-day sale. For instance, Bill Baird paid me \$1,000 to auctioneer the three-day Sutton Oaks dispersal in California in 1955, and I also made good money at the Don Auger sale which had two bulls over \$100,000.

**You've done a lot of showing of cattle and leading at sales. List some of the highlights.**

I started showing in the fall of 1926. I showed a bull by the name of Sir Fobes that went on to be All-American Aged Bull which was owned by Bill Baird and William Halbach. I used to show at county fairs like LaCrosse, Chippewa Falls, Jefferson, Marshfield and Dodge. There would be several hundred head shown at these fairs because the prize money was very good, and it was also a good place to sell bulls privately.

In 1936, I started showing for Glen Householder, head of the Wisconsin State Institution herds, which consisted of 1,500 head. The Green Bay State Reformatory and the Mendota State Mental Hospital had the best type cows of all the institution herds, but some of the Chippewa Falls and Taycheedah herds were not good enough to take on the show circuit. My hired man (who worked the show string with me for the State Institution Herds and who should not have left Wisconsin because he was supposed to be locked up as a mental patient) and I showed about 20 head, or one boxcar full.

The best herd of show cattle I ever worked for was the Franlo herd in Hopkins, Minnesota, in 1940. At the

National Show that year, they had Grand Champion Bull with their aged bull, Grand Champion Cow with their three-year-old, Junior Champion Bull with their junior yearling and Junior Champion Female with their senior heifer calf. I was at Franlo only two years, 1940 to 1941. In 1941, I was maled by a bull at the farm out in the yard and spent several months in the hospital with a broken pelvis. Metal straps secured my shoulders and back, and I had numerous bruises. My leg was even stepped on. After that accident, I quit showing and went back to auctioneering.

In 1942, I had the privilege of being one of the leadsmen at the famed Mount Victoria Sale at Quebec, Canada, one of the all-time highlights in the sale ring business. After that, I also helped Whitey Thomson, Sonny Bartel and Willis Armbrust get started in auctioneering.

**What was your biggest sale in Waukesha?**

My biggest sale was the Brookhill sale, with 220 head each day. I sold the whole first day by myself because the other two auctioneers didn't show up. I only took one 10-minute break to go to the bathroom. Other than that, I sold solid from 10 a.m. to 6 p.m., after which I retired to the hotel for a few drinks and dinner.

**When did you start cattle judging?**

I did a lot of local shows early in my life, but my first major show out of the country was in 1942, the Calgary Show in Winnipeg, Canada. At that time, I was still wearing my back brace from the bull accident.

**How many years were you on the All-American judging panel?**

I was on the All-American panel for 28 years.

**How many shows have you judged in your lifetime?**

Let's see...I've judged more than 100 shows in almost every state in the Union. I even judged some shows outside of the country. I was the last man to judge in Cuba before Castro took over in 1959. I also judged for one month in Peru, South America, and worked for two months in Bogota, Colombia. I also judged three times at the National in Waterloo in the 50's (two years back to back) and at the Chicago International.

**Where and from whom did you learn your judging skills?**

I learned a lot about cattle, in general, on Bill Baird's farm. — And Gene Mack, an old judge and auctioneer, taught me specifics about different types of cattle and how to lead and pose.

**How and when did you go from judging to classifying?**

Classifying came easily to me, and it seemed like a natural transition from judging — as well as a good addition to my dairy skills. I started classifying in Central America and Cuba several years before Castro took over, and I was the first American to do out-of-the-country classification.

**How many head were shown at the National Shows in the 30's and 40's?**

There would be as many aged bulls in a class as there were aged cows. The biggest show I ever did was in New York with about 400 head, and the group classes were

tremendously large. Another very large show in those days was the Wisconsin State Fair's 100th Anniversary Show in 1948. They had as many as 75 calves in the Heifer Calf Class alone. At that Centennial Show, Pabst Farms had first, second and third senior gets-of-sire by Burke, Roamer and Regal. The Grand Champion Bull was Chip of Nettie and Aggie, and the cow was Rosehill Fayne Wayne. Both were owned by Franlo Farm of Minnesota. The Junior Champion Male was owned by Baird Brothers of Waukesha, and the Junior Champion Female, La-Princess Margaret, was owned by Pabst, Rehder and Stewart and Wern of Wisconsin and Iowa.

### **How long did you work with Brown Swiss?**

Well, long after Fred Idtse died, some 20 years or so. I was still classifying when my wife died of cancer in 1974. As a matter of fact, I was classifying Brown Swiss west of Seattle on the night my wife passed away.

### **Explain your years as dairy cattle superintendent at the Wisconsin State Fair.**

I worked for two or three years under old Fred Klussendorf, and for a total of 25 years—until I retired in 1983. The Wisconsin State Fair was on the big circuit for many years until its dates were changed and conflicted with other state fairs. Economics also played a role in reducing the fair's accessibility because of the high cost of railroad transportation, the increase in salaries for hired help and the cost to attend the fair itself. — Plus Wisconsin implemented a two-day only Black and White Show program which hardly made all the expense and effort worth it.

### **What happened during your years as superintendent at the International Livestock Show in Chicago?**

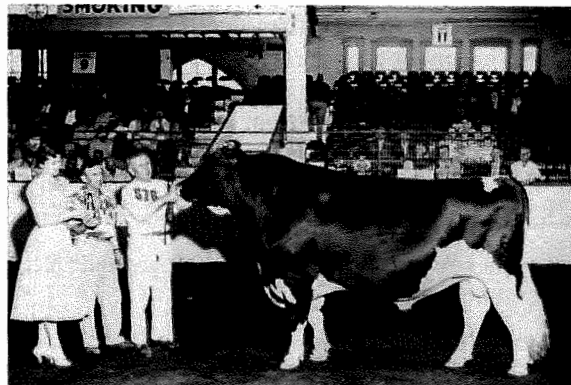
The first year, I was in the hospital for some reason. The next year, however, I remember that there was a big mess to straighten out with that Canadian bunch! They had 4-year-olds and were showing them as 3-year-olds; and their ages wouldn't be right, and they'd have a lot of animals they couldn't show at all. Before I got there, they would only assign stalls and not check the animals in. Therefore, the exhibitors would end up showing in any class they wanted to. Luckily, I had Don Stouffer along to assist me in classifying those animals properly.

### **How long were you Superintendent of the World Dairy Expo in Madison?**

I was there the first three years. Don Stouffer and I spent a lot of time and energy keeping the shows as straightforward and honest as possible. Once animals were registered and checked in, that was the class in which they were shown — just like at the International at Chicago.

### **One final question, Harvey, how did you manage to get the title "Colonel"?**

Louis B. Nunn, Kentucky's governor, commissioned me in 1971 as a Kentucky Colonel for helping that state with its fairs. It was a great honor for me.



Alice-in-Dairyland, Gene Fleming and Silver Weiler with his favorite Show Bull Pabst Fobes Burke.

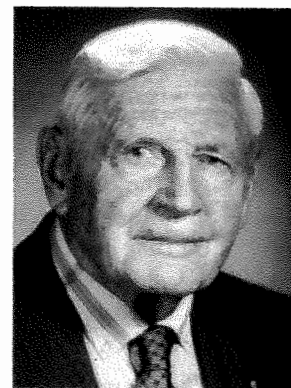
## SILVER WEILER

Sylvester "Silver" Weiler, who celebrated his 90th birthday in 1990, lives in Watertown, Wisconsin. His contribution to the dairy industry was as manager of Pabst Farms.

Weiler came to Pabst Farms in 1926 and stayed for 40 years. During his progression from milker to manager, he worked closely with Howard Clapp and Fred Pabst. When he wasn't taking people's money playing a card game called "Around the World," Silver helped Pabst Farms become extremely successful—both in milk production and in showing. While he was there, Pabst Farms had eight All-American Senior Gets-of-Sire and 15 individual All-Americans.

Silver gives most of the credit for these prized animals to Howard Clapp and his decision to purchase Wisconsin Admiral Burke Lad. Burke's descendents, especially his sons and daughters from Carnation Sensation, were sold internationally for large sums of money. Silver is also proud of the fact that in 1956, Pabst Farms were the first to own both the All-American Aged Cow and the All-American Aged Bull in the same year in America.

The flamboyant Silver enjoyed many rewarding years with the Pabst organization until its dispersal in 1964. As a result, in 1964, he retired along with his memories of milking four times a day, of holding the record for the most wins in one show (with a First Place Two-Year-Old, a First Place Three-Year-Old and a First Place Four-Year-Old in 1949) and of hosting the Brentwood Sales, several national sales and the first Black and White Show for the state of Wisconsin.



ELMER A. WOELFFER,

D.V.M.

On December 18, 1897, a future veterinarian who would become internationally known was born on a small dairy farm

## WISCONSIN DISTINGUISHED LEADERS

in southeastern Wisconsin. Second oldest of five boys and two girls, Elmer Woelffer, at age 10, moved with his family to Watertown. For the Woelffer children, this meant a change from a one-room schoolhouse to a multiple-room school. It also was a change from lamp light to electrical lighting and from outdoor to indoor bathroom facilities.

Like many other youngsters, Elmer wanted to do a variety of things when he grew up, such as engineer a train or drive a truck. Most of the time, however, he wanted to be a farmer or a veterinarian.

When he was young, Elmer's family established a retail milk business in Watertown which made it necessary to frequently purchase milking cows in order to maintain a consistent production level. From a herd health standpoint, this was risky business since tuberculosis and brucellosis, together with other infectious diseases, were quite common at that time in many herds.

A couple of years later, the herd underwent an extensive abortion storm which nearly ruined the Woelffer's financially. (Elmer remembers that he and one of his brothers would get up earlier than usual in the morning to see who could find the most fetuses in the gutter and were disappointed if, on an occasional morning, a fetus could not be found.) This experience prompted Elmer to more seriously consider becoming a veterinarian.

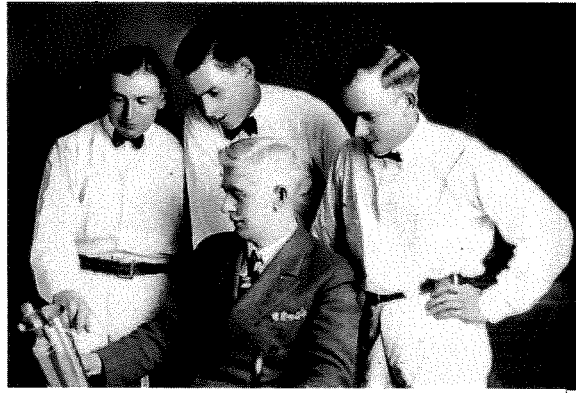
Several years later, during his senior year in high school, Elmer contacted a local veterinarian to inquire about the veterinary profession. To the young man's disappointment, the vet encouraged him to take a correspondence course instead. The vet claimed that he was in the process of preparing such a course and that it would well suit Elmer's needs. Even though Elmer was a pretty "green" kid at the time, he was convinced that this was not what he wanted; so he temporarily dropped the idea of becoming a veterinarian.

World War I was in progress when Elmer graduated from high school in 1918. That fall he enlisted in the Student Army Training Corps (SATC) at the University of Wisconsin. After the war, he continued his education in agriculture at the university and graduated in 1922. During his student years, he worked his way through school by assisting a widow in running a boarding house. Also, he found time to play on the freshman baseball team and to receive his letter in wrestling.

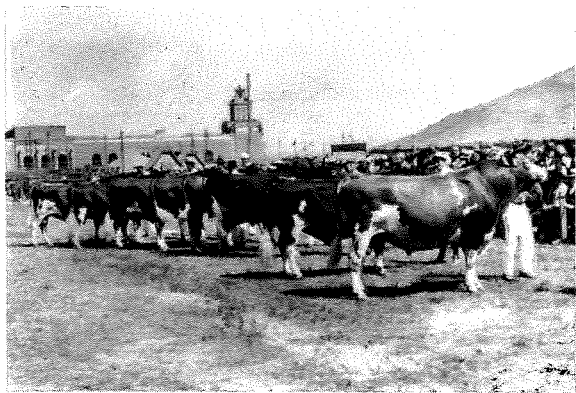
Following graduation, Elmer moved to Waukesha to prepare the Holstein show herd owned by William and Art Klussendorf. While Elmer was preparing the Klussendorf herd for the show ring, Art was preparing the Guernsey show herd for Fred Rueping of Corium Farm. As a result, Art and Elmer exhibited their herds on the same show circuit (which included most of the state fairs in the Midwest) and gained great respect and admiration for each other.

That year, 1922, the National Dairy Show was held in St. Paul. Art took his herd to the city a little ahead of time and instructed Elmer to take his Holstein show herd back to Waukesha and to then join him in St. Paul to help show the Corium Farm Guernseys. He did so, and, after the show, Mr. Rueping had Elmer take his herd out West with him. On this trip, their cattle were exhibited at a special show in Spokane, Washington, at the Pacific International Livestock Exposition in Portland, Oregon, and at a livestock show in Denver, Colorado.

Following their Denver stay, Elmer returned to Waukesha



Silver trophy awarded to Elmer Woelffer at Pacific International Livestock Exposition, 1925. Seated, Alex Wilson (Farm Mgr.). L to R: Elmer Woelffer, Wesley Wilson, son of Manager, and Clarence Reed.



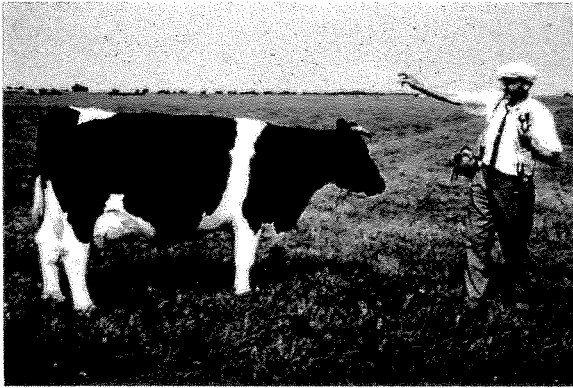
Guernsey Aged Bull Class at Sesquicentennial Exposition, Philadelphia, Pa., September 15, 1926.



Horse drawn vehicle for retail or wholesale milk delivery in Boston. Photo taken about 1940.



Dr. Woelffer demonstrating various types of operations for prevention or correction of vaginal or cervical prolapses.



Agricultural Good Will tour to Soviet Union 1962. Frank Case trying to get cow's attention. Photo taken in Holland.



A herd of Semmental cattle in Hungary. Visited by tour members on visit to Soviet Union.

where he was appointed herdsman at the Aitken Brothers Farm, replacing Howard Clapp who had become herd manager for Gustav Pabst in Oconomowoc. While at Aitkin Brothers, Elmer did all the feeding and breeding and, among other things, milked 16 test cows four times a day. (On this schedule, sleeping periods lasted only about 2.5 hours at a time. Days off occurred only occasionally.)

After finishing the records on the test cows, Elmer resigned and accepted an assignment to prepare and show a herd of Guernseys at Grangeville, Idaho. The herd was exhibited at Vancouver, Canada, as well as at the Washington, Oregon and California State Fairs. (At the Vancouver Show, the herd won every blue ribbon and every second place except one.) In late fall, the main show herd of 32 head was moved to the Pacific International Livestock Exposition grounds in Portland a week before the show began in order to permit Elmer and one helper to take the aged bull, May Rose Cherub, and four of his daughters back to the National Dairy Show in Indianapolis. (It was a smart move since Cherub was Grand Champion and his daughters placed first as Junior Get-of-Sire in Indiana.)

The next spring, 1926, Cherub was sold to St. James Farm of Naperville, Illinois, which was owned by Mr. and Mrs. Chauncy McCormick. Elmer was, one might say, "sold" along with the bull and put in charge of the McCormick herd. That same year, the St. James show herd also had a very successful season.

During all of the previously mentioned experiences, the idea of becoming a veterinarian was still in Elmer's mind. One day the opportunity to fulfill his dream presented itself. While waiting in the St. James office for the farm's veterinarian, Dr.

Harry Caldwell, Elmer paged through the current issue of the Guernsey Breeders Journal. He was surprised to find his picture and an article about awards he had received in 1925. They were: a gold medal for Herdsmanship at the National Dairy Show, a gold watch at the Dairy Cattle Congress at Waterloo, Iowa, and a silver cup at the Pacific International Livestock Exposition. (He was to, again, be awarded the gold medal at the two following National Dairy Shows of 1926 and 1927.)

Dr. Caldwell arrived shortly thereafter to palpate some of the cows. While the doctor was making his examinations, Elmer held the cows' tails. Suddenly a thought came to him, and he asked, "Doc, how crazy would it be for me to attend veterinary college?" Dr. Caldwell did not think it would be a crazy idea at all and urged Elmer to write to the veterinary schools in the Midwest and to Cornell University. He did, and Cornell replied by offering him a scholarship which he immediately accepted. With permission from the college, he finished the show season and entered classes a couple of weeks late.

Elmer worked his way through veterinary school as he had done at Wisconsin. Since he already had some credits in livestock husbandry, he had a little extra time to do outside work. He spent some weekends with Cornell's dairy herd and helped locate and select herd sires for a number of breeders. On several occasions he also visited the Federal Quarantine Station to inspect and evaluate imported sale and show animals for breeders.

During his freshman and sophomore years at Cornell, Elmer served as a student instructor in anatomy and as an assistant trainer for the Cornell track team. Sadly enough, the head trainer died shortly before the start of Elmer's junior year. Thus, Elmer was appointed and served as head trainer for his two remaining years at Cornell.

Following graduation from Cornell in 1931, Dr. Woelffer accepted a position as Manager of Farms and Veterinarian with a large milk company in New England. H.P. Hood and Sons, whose headquarters were in Boston, had three large, certified milk farms. (Two were located near Boston and one was situated in Derry, New Hampshire.) On weekends during the summer, several thousand people would visit the farms in one day. The breeds on the farms upon Dr. Woelffer's arrival consisted of Guernsey, Jersey and Ayrshire cattle. However, by the time he left fourteen years later, two-thirds of the cows in the herds consisted of high-producing purebred Holsteins.

World War II found the company's farms diminished in acreage and closed due to airport and ammunition dump construction. In view of these changes, Dr. Woelffer decided to return to the Midwest. He accepted a professorship on the faculty in the Veterinary Department at the University of Illinois. After spending a few years there, he received an invitation from Fred Pabst to come to Pabst Farms in Oconomowoc as veterinarian and vice-president.

Dr. Woelffer accepted the offer and moved his family to Oconomowoc in December of 1949. Dr. Woelffer was thrilled to be back in Wisconsin and, needless to say, enjoyed working with Mr. Pabst, "Silver" Weiler (herd manager), Glen Silvis (herdsman) and with the numerous other talented employees at the Pabst and Knutson Farms.

## WISCONSIN DISTINGUISHED LEADERS

After a few enjoyable years at Pabst Farms, Dr. Woelffer decided to start a general veterinary practice in the Oconomowoc area and to retain the Pabst and Knutson Farms as clients. However, his herd health work grew so rapidly that he had to give up general practice and pursue specialized work.

With time and experience, Dr. Woelffer became a so-called "expert" at diagnosing and treating reproductive diseases. Consequently, many of the large dairy and beef breeding establishments in various states became his special clients.

During 13 of his years in Oconomowoc, Dr. Woelffer served as chairman of the Professional Liability Insurance Trust of the A.V.M.A. (American Veterinary Medical Association). He was also a member of the House of Delegates and served a term on the Executive Board of the A.V.M.A. He is currently a member and a past president of the Wisconsin Veterinary Medical Association, an honorary member of the National Association of Bovine Practitioners and a charter member of the Society and College of Theriogenologists.

As a practitioner, Dr. Woelffer has appeared on programs at over 30 state veterinary medical association meetings and at numerous dairy conventions, breeders' forums, short courses and seminars. Besides preparing numerous articles for professional and agriculture publications, he felt honored and privileged to have served as veterinary editor for *Hoard's Dairyman* magazine for 30 years.

Some of the principal honors Dr. Woelffer has received over the years are:

- 1956 Honorary Chapter Farmer
- FFA, Oconomowoc, Wisconsin
- 1966 Veterinarian of the Year

- Wisconsin Veterinary Medical Association
- 1973 Distinguished Service Award
- University of Wisconsin
- 1976 Man of the Year
- Tri-State Breeders
- 1982 Bovine Practitioners Award
- Excellence in Preventative Medicine
- MSD Ag Vet Division, Merck & Co., Inc.
- 1983 Industry Person of the Year
- World Dairy Exposition
- 1986 David E. Bartlett Lecture Award
- College of Theriogenology
- 1990 Don Gillett Service Award
- Wisconsin Holstein Association

## J. CONRAD ZIMMERMAN

J. Conrad Zimmerman, a very early Wisconsin pioneer with registered Holsteins from New Glarus, began breeding Holsteins about the same time as the Blumer herd—in the early 1870's. He started with two animals, Golden Rock No. 745 (son of Monitor No. 299) and Mountain Spring No. 1362 (also sired by Monitor). Mr. Zimmerman purchased Adam (son of Madrigal), mated him with Mountain Spring's and Algoma's Black Cloud and produced Louisa Veritas.

In 1885, this herd was dispersed, and Louisa Veritas entered the very prestigious H. Trumpy herd at Clarno where she and a number of her daughters remained for the rest of their days. Another cow went to the John Tasher herd of Mount Vernon.

## WISCONSIN HOLSTEIN DAIRY PRINCESS

In 1989 the Wisconsin Jr. Holstein Association initiated the Holstein Princess Contest. Wisconsin is very proud of their first three winners. They are all leaders of the future.



**Sonya Rae Granger**  
1989  
Hillsboro



**Melissa Jackson**  
1990  
Barron



**Melissa Goldade**  
1991  
Viroqua



WISCONSIN HOST NATIONAL CONVENTIONS

CHAPTER 6

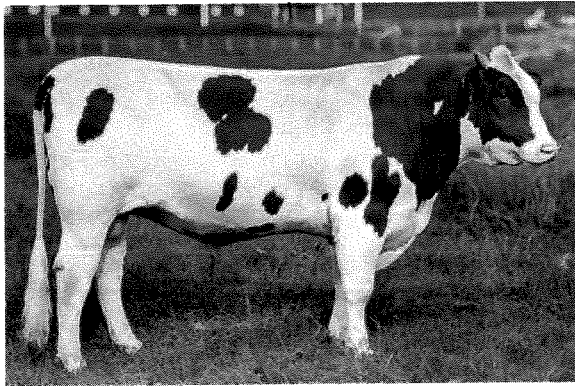
## WISCONSIN HOSTS NATIONAL CONVENTIONS

Wisconsin had the privilege to be the host state of the annual convention of the Holstein Association of America seven times —1918, 1928, 1932, 1940, 1956, 1968 and 1986.

### 1918

Milwaukee was the site of the 33rd Annual Convention of the National Holstein Association and this was the first year that this convention was held in "America's Dairyland". In this year, the Association operated under the proxy system, and the issue at hand was a proposal to make the salaried officers appointive by the Board, rather than elective, with the accompanying political connotations. After bittersweet discussions, the proposal was defeated—only to be approved at the very next year's convention without contest.

The National Sale was conducted by H.A. Moyer and averaged \$2,433. Carnation King Sylvia was the top selling animal, commanding a final bid of \$106,000.



1918 — Carnation King Sylvia sold for \$106,000 in Milwaukee, which was an all time high price until the late 60's.

### 1928

The 43rd Annual Convention of the Holstein Association was held on June 5 and 6 at the brand new Hotel Schroeder, Milwaukee. President Frank O. Lowden, former Governor of Illinois, presided over the 171 delegates from 46 states at the meeting. This was the largest number of states ever represented until that time.

Highlights of the convention business included:

A defeated proposal to set up more drastic regulations for males that would refuse registration to any carrying the color black below the fetlocks or detached black below the knee or hock joints.

The Board of Directors authorized paying \$30,000 for the office building at Brattleboro, VT, which had previously been leased at a cost of \$6,300 per year. Discussion was heard on combining all of the Association's facilities under one roof, however some delegates still felt that the three locations were more desirable. At the time, the Association was operating in three locations with registry and transfer operations at Brattleboro, VT; the Advanced Registry department in Delavan, WI; and the extension department in the Chicago, IL office.

A resolution was adopted to establish standards for proven sires, based primarily upon type and the proven production of their offspring—including the classification of sires with daughters in the yearling and two-year-old form, not yet in production. The resolution further recommended that if a breeder desires, the advisers inspecting and classifying the sires and offspring could classify entire herds over milking age.

Dr. H.E. Babcock was honored for his contributions to the dairy industry and H.W. Norton resigned as director from Michigan to accept a board appointment as superintendent of advanced registry.

The 9th Cooperative National Sale was held at the Wisconsin State Fair Park and averaged \$555.69 on 74 head. The high selling female commanded a price of \$4,500 from Owen D. Young, NY for Dutchland Denver the Great, a December calf consigned by Dutchland Farms, MA. Nineteen bulls were sold in the sale and averaged just over \$1,000 for a total of \$19,090.

### 1932

The 47th Holstein Association of America convention returned to Wisconsin in 1932, in order to allow convention visitors to inspect the new Advanced Registry Department facility in Madison. The convention headquarters was the Loraine Hotel, Madison.

The "Great Depression" showed its effect at this year's convention—as evident in several proposed bylaw amendments devoted to decrease the Association's registry and transfer fees. As a result, the convention body voted to initiate a moratorium on the penalty fees for registering females for the balance of the year.

Other highlights from this convention include:

The present system of determining the number of delegates based upon active members was adopted, which resulted in a decrease in the number of delegates for future conventions. (Prior to this the number of delegates had been dependent upon the number of members of the Association, rather than the number of active members).

Wisconsin's Malcolm H. Gardner retired after 24 years as Superintendent of Advance Registry and H.W. Norton, Jr. was appointed to succeed him.

The seven-day test was formally dropped as a recognized production testing division.

Showing the sign of the times, the National Sale in '32 averaged \$127.67. The consignment of Baltz Hoesly, WI was the high selling animal—a son of Sir Inka May, Carnation Inka Prince, sold for \$600 to Alfred L. Godfrey, also of Wisconsin. The highest selling female was a nine-year old cow that sold for \$260 to Dunloggin, MD. She was consigned by the Wisconsin State Reformatory at Green Bay and was just finishing an 800-lb. fat record.