

BUILT ON THE SHOULDERS OF VETERINARY GIANTS JIM AND THE QUEEN OF DAIRYLAND

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Elsie is a cartoon cow that has been used as the logo for the Borden Dairy Company since 1936. You can see her today when you buy a Borden's dairy product.

She has been awarded many degrees, such as Doctor of Bovinity, Doctor of Human Kindness and Doctor of Ecownomics. In the dairy state of Wisconsin she reigned as Dairy Princess and Queen of Dairyland. In 2000, the publication *Ad Age* named her one of the 10 advertising icons of the century.

No less famous is her husband Elmer the Bull. He is the mascot on every container of Elmer's Glue.

A guiding force in the popularity of Elsie was Jim Francis Cavanaugh (1917 – 2010). He graduated from Kansas State University in 1941. Although not a veterinarian, he shared considerable influence with our profession as a dairy animal scientist, marketing specialist, and outstanding salesperson. Jim hailed from the Little Apple, but he was known in the Big Apple as well.

A 2007 New York Times article stated, "*Many things draw visitors to New York: Broadway musicals, the Metropolitan Museum and games at Yankee Stadium.*" For Jim, it was always dairy cows. It was an odd choice because, as you know, NYC is not known for livestock.

The story goes like this: cows first brought Jim from his alma mater in Manhattan, KS, to NYC for the 1939 World's Fair, and it was cows that brought him back in 2007 at age 90.

Jim said Elsie was a 1939 sensation. He helped to select the first live Elsie after city folks kept asking which cow was the one featured in the company's advertisement. He told crowds that the cud she was chewing was bubble gum and the pink mark on her nose was lipstick. He recalled escorting Elsie to a dancehall pavilion where the bandleader introduced her as "the biggest stripper in town".

A 2012 article wrote of Jim that he "*...worked with people equally well on the concrete floor of a holding pen or on the carpeted floor of a CEO's office. The progress of the Jersey breed and Jersey organizations under his leadership was nothing short of remarkable. Among his contributions were increased production based upon adoption of sound genetic programs and a strong milk marketing program.*"

It's said Jim was devoted to his religion and cows. As a Catholic, he kept a picture of the Pope on his desk. Next to that was a picture of another love – Elsie. Jim is one of the Borden Boys, now enshrined in the Smithsonian.

Elsies have come and gone since Jim introduced the original in NYC. Kansas is proud to be home of the most recent Elsie. She was part of the Hanschu Jersey herd located near Lost Springs.

