

Elsie's 60th Birthday

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S&P 500	Dow	Nasdaq
2,293.83	10,949.31	2,811.95

Business

Editor: Jeffrey Shaban / 614-461-5290

DAIRY SPOKESCOW

At 60, Elsie's milking attention

By Mark Williams
Associated Press

Sixty years after seeing her bright eyes and raised ears, Jim Cavanaugh is still in love with Elsie the Cow.

"Anytime anything happens with Elsie, it makes my heart beat," said Cavanaugh, the man who picked the first spokesperson for Borden dairy products, for the New York World's Fair in 1939.

Since then, Elsie — with her trademark dairy necktie, long eyelashes, brown eyes and motherly image — has become a marketing standard. This year, *Advertising Age* ranked Elsie 10th in its list of advertising icons of the century.

"There is something about cows as being motherly and peaceful," said Roger Blackwell, an Ohio State University marketing professor and consultant. "People, especially children, respond to them, so Elsie was the perfect symbol" for Borden.

Cavanaugh, retired secretary of the American Jersey Cattle Association in Columbus, is scheduled to be among those in New York today to celebrate her 60th birthday.

Borden created Elsie before the fair, as one of several cartoon cows in a campaign to change the poor image of dairy processors, according to Elsie's history.

The ads appeared in medical journals, and doctors loved them so much that they asked for reprints to hang on

Jay Laporte / Associated Press

Jim Cavanaugh maintains his affection for Elsie, 60 years after he helped pick out the original one for Borden.

cause she always looked alert," Cavanaugh said.

Elsie was an immediate hit, making appearances along the East Coast and going to Hollywood in 1940 to appear in the movie *Little Men* as a cow named Buttercup. She also was used for charitable events and helped sell \$10 million in bonds during World War II.

Borden picked her bull husband, Elmer — the trademark for Elmer's Glue — to take her place at the fair in 1940 until Elsie could return. The cow

ice cream and cultured pe-
operations in 1987 and 88 of
business to Dairy Farmers O-
ica of Kansas City, Mo., in 1966.

Borden retained ownership
Borden brand and Elsie, but li-
the use of both to the new own-
Blackwell said Elsie was a
popular as Mickey Mouse, he
den didn't insist on keeping
strong a symbol as other co-
figures. Finding Elsie in the
market has become harder, he s-

Jim Cavanaugh's long history with Elsie, plus the 60th birthday publicity trip to New York City were covered by The Columbus Dispatch

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http://web.archive.org/web/20030424205450/www.phonyexpress.com/JFCavanaugh/... 16-12-2005

