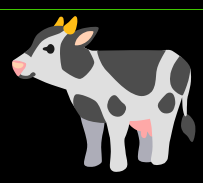
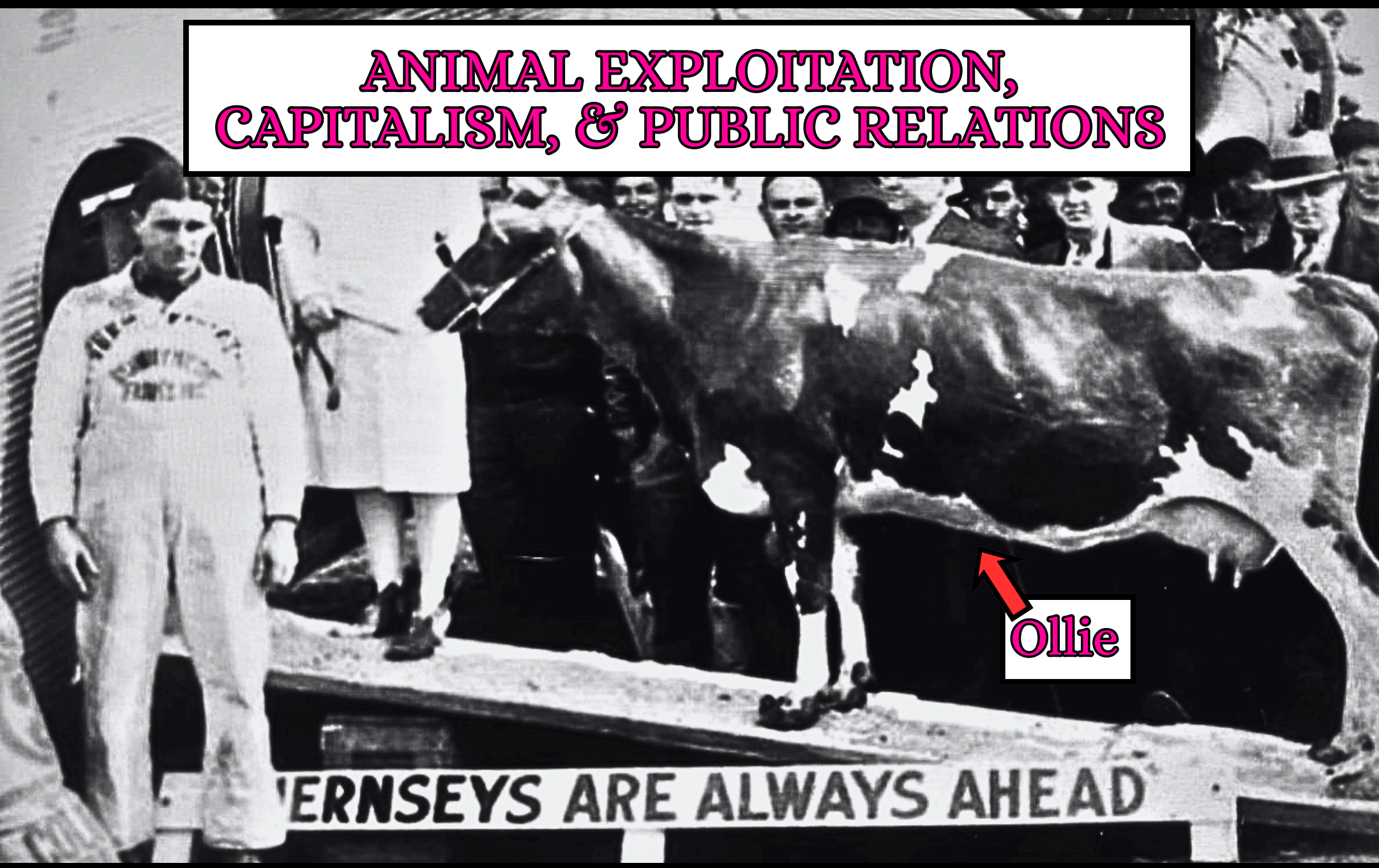
OLLIE THE COW MILKED IN AIRBORNE PLANE



Feb 18, 1930 - St. Louis



ANIMAL EXPLOITATION, CAPITALISM, & PUBLIC RELATIONS



Publicity stunt at International Aircraft Expo

Goals:

- Market airplanes to livestock transport companies
- Promote Always-A-Head Dairy Feed & Sunnymede Dairy Farms products

The Biggest Thrill in Town!

AIRCRAFT SHOW

DAILY—Noon to 11 P. M.



Advertisement for the air show

FAMOUS

Pilots whose daring exploits made them famous the world over—knights of the air who pioneered the lanes of the sky . . . great aeronautical engineers—the dreamers and inventors who made possible the giant strides that Aviation has made . . . all are gathered here at this greatest event of the year—"The World Air Fair."

$2,500,000 MAMMOTH AVIATION DISPLAY

The most modern planes, engines and equipment that illustrate the tremendous strides which Aviation is making today are assembled here in one vast exhibition. Here you will see the various new models—the famous multi-motored 18-passenger transport plane with sleeping berths—and all that is new in Aviation. *Come! Meet your friends at the "World Air Fair."*

F 1930"

will be presented each day in addition to the Exposition . . . A spectacular stage show and elaborate musical extravaganza *"Wings of 1930,"* composed of numerous acts and choruses with a cast of 136 is among the extra features offered every evening in the Arena *without added charge.* Music of an aviation theme, will be furnished by a twenty-piece orchestra. Show starts 10 p. m.

"THE PAGEANT OF TRANSPORTATION"

A vivid tableau of moving things, depicting the growth of transportation from the Stone Age to the present time, is offered daily in connection with the stage show. . . . Come! Bring your family. . . . Enjoy the free entertainment. . . . *Come! See! Hear! It's the Biggest Thrill in Town.*

ARENA • FEB • 15–23

GENERAL ADMISSION 75¢
CHILDREN 25¢

Sponsored by the AERONAUTICAL CHAMBER OF COMMERCE OF AMERICA, INC. . . . CLIFF W. HENDERSON, Manager Show Section

ARTICLE ABOUT THE FLIGHT

A COW TAKES A PLANE RIDE.

Air Cooled Milk Dropped By Parachute In St. Louis.

St. Louis, Feb. 18.—"Air cooled" milk dropped from the skies today at the International Aircraft Exposition.

Sunny Mede Ollie, Guernsey cow from Bismarck, Missouri, was taken for a flight in a trimotored plane, fed and milked.

Paper containers filled with the milk were dropped to the ground with tiny parachutes.

The demonstration was undertaken to illustrate the stability of modern aircraft, the feasibility of transporting livestock by air, and for scientific study of the cow's behavior.







Cartons of Ollie's milk dropped in parachutes to crowd below

About the Marketing Stunts



In addition to milking her, the flight crew fed Ollie "Always-A-Head Dairy Feed" mid-flight as a publicity stunt for its manufacturer, the Black and White Millilng Co., a sponsor of the event.

The company gave out promotional postcards picturing Ollie.

Always-A-Head DAIRY FEED

A 24 per cent Protein Feed

Always-A-Head Dairy Feed is a great milk producer. It makes a cow give more milk at less cost.

Always-A-Head Dairy Feed can be fed with home grown feed, such as corn cob meal or ground oats and corn.

Always-A-Head Dairy Feed contains no hulls or screenings. It is made from the very finest of ingredients.

BLACK WHITE

Black and White Milling Co.

PROPRIETORS
SOUTHERN ROLLER MILLS

MILLERS OF

Flour, Corn Goods, Mixed Live Stock and Poultry Feeds

EAST ST. LOUIS
U. S. A.

BLACK WHITE

BISMARCK COW FLEW TO ST. LOUIS AIRCRAFT SHOW

An interesting visitor at the Second Annual International Aircraft Exposition held in St. Louis this week, being was Sunnymede Ollie, a thoroughbred Gurnsey cow, who journeyed to St. Louis by air from her pasture at Bismarck.

Encased in an especially constructed crate, the animal took off in a tri-motored ship from the Sunnymede Farms, Inc., near Bismarck, 79 miles from St. Louis, and forty minutes later landed at the Forest Park field opposite the Arena, site of the Exposition.

While in the air the animal ate her usual portion of Always-A-Head Dairy Feed and was milked by Ferd Goeltz, her handler, who drew about three gallons of milk, part of which was dropped in containers by parachutes over the park.

The daughter of an illustrious bull and dam, she is valued at $1000 by her owner, the Sunnymede Farms. Heretofore, she has been known as "Sunnymede Ollie"; however, she was rechristened "Air Queen" after the flight.

The cow was exhibited to thousands of visitors at the Arena during the Exposition.

Always-A-Head DAIRY FEED

About the Marketing Stunts



Sunnymede Farm



($20,000 today)

Souvenir Postcard pictures of the animal were distributed to the crowds by E. L. McKee, Dairy specialist of the Always-A-Head Mills, Inc., of East St. Louis.

Fox Movietone talkies of the event were secured and are being released in all theatres contracted to show them. Operatives were on hand to reproduce the leading of the animal, the flight, the arrival at the field and the process of feeding and milking en-route.

A quart of the golden Guernsey aerial milk was reserved to be presented to Colonel Charles A. Lindbergh who made famous the health slogan, "a bottle of milk and a bath," on his arrival in Paris in 1927.

Miss Lela Best, a Farmington girl, was the milkmaid of the trip. Three Bismarck boys, Paul Tinsley, Ferd Goeltz and Virgil Imboden, also made the trip.



The Expo hoped that celebrity pilot/virulent fascist & anti-semite **Charles Lindbergh** would attend the event and participate in the publicity stunt.

He didn't attend.

Painting of Ollie
from Sunnymede Farms in
Bismark, Missouri





More Public Relations

CALEDONIA H. S. NOTES

The agriculture class paid a visit to the Sunnymede Dairy Farm at Bismarck last Thursday. They were accompanied by their teacher Mr. Hilpert and two Juniors. It was certainly an interesting trip and everyone felt they were well paid for the time spent. Each member of the class was presented with soveniers of the first cow to fly in an aeroplane.

1930

Ollie's owner, Sunnymede Dairy Farm, used her for PR events promoting their products & dairy farming to children

Miss Clova Crump accompanied some of the grade pupils to the Sunnymede Farms on Thursday of last week for an outing and to study dairy cattle and farming.

1930

Keen minded business men and bankers have known of the advantages from dairying and in most communities have been quick to assist in promoting greater activity in such lines. Bankers find that the man with a few dairy cows usually has more money in his savings account and is usually a better risk. Communities with large dairy interests around them do not suffer to such a degree in times of depression as is the case in strictly grain farming communities. Dairy cow days, which have been sponsored in many parts of the Ozark country, have had a desirable effect in maintaining and increasing the popular interest in the dairy industry. Dairy picnics have a similar influence in calling attention to the advantages of sticking to the dairy cow. The National Dairy Show held at the Gateway of the Ozarks, and to a smaller degree, local county and community fairs at which are exhibited good bulls, high producing cows, and heifers owned by 4-H Club members, all play an important part in promoting a dairy consciousness among the people of the region.

1930

4-H Clubs Hold Community Meet At Bismarck

Under the sponsorship of the Bismarck Lion's Club, a meeting was held last Thursday night at the Bismarck High School auditorium to discuss 4-H Club work and vocational agriculture.

E. B. Pratt, manager of Sunnymede Dairy Farm, acted as chairman of the meeting and introduced the speakers. M. J. Regan, dairy

1932

Article discussing Sunnymede Dairy Farm and recommending **4-H Clubs**, **county fairs**, and **dairy picnics** in order to promote the dairy industry in communities. This continues today.

The article promotes dairy farming as more resilient to financial depressions than grain farming.

Despite these marketing and PR stunts, Sunnymede Dairy Farm was taken over in 1932 by its mortgage holder after failing in the **Great Depression**

Sunnymede's (and Ollie's) owner, John L. Waddell, had only owned the business for two years.

He had created Sunnymede Dairy Farm in 1929 by **purchasing two smaller family farms on behalf of investors in Chicago**.

Bismarck Dairy Deal Not Yet Closed

John L. Waddell, of Chicago, recently took an option on the Maud Dent and Wm. J. Dent farms, aggregating about 400 acres, near Bismarck, consideration $100 an acre. He paid a bonus of $250 on each place. He tried to buy the Hinze, Berthold, Cooley and Lucas farms in the same neighborhood, but did not succeed in closing a deal for them. However, we have learned that Mrs. S. L. Cooley, Carl Cooley and J. O. Lucas have since decided to sell their farms at the price offered. Waddell was to have returned to Bismarck Jan. 10th to pay the balance of the purchase price on the Dent farms, but up to yesterday had not shown up. We understand his return has been prevented because of illness.

Geo. Woolsey, who assisted Mr. Waddell in making the purchases, says the land is for a Chicago syndicate which expects to place 160 Guernsey cows on the farms and will also establish a plant at Bismarck for the manufacture of cheese, butter and ice cream. Mr. Waddell declined to disclose the name of the syndicate and Mr. Woolsey says he does not know who Mr. Waddell is representing.

1929 - Waddell purchases two family farms, creating Sunnymede Dairy Farm.

Sunnymede Dairy Farm Under New Management

The Sunnymede Dairy Farm at Bismarck was taken over Wednesday by the Missouri State Life Insurance Co. which held a mortgage for $85,000 on the property. It will be operated by C. R. Pratt, of Memphis, Tenn., who we are told is an experienced dairyman. The property consists of about 400 acres of choice farming land near Bismarck together with modern dairy barns and equipment and over 100 head of purebred Guernsey cattle.

We are informed the Missouri State Life has assumed and will shortly pay all outstanding local indebtedness of the dairy concern.

J. L. Waddell, who organized the Company about two years ago and has been in charge of its operation since that time, told The News Wednesday that he was leaving Sunnymede but had not decided just where he would locate. He said he had been forced to give up the property because of the price slump in dairy products due to the general depression making it impossible, with his limited financial resources, to continue to operate the property until conditions would improve enough to make it a more profitable enterprise.

1932 - Waddell defaults on his mortgage. The insurance company takes over Sunnymede Dairy Farm.

To this day, **private equity** and **multi-national corporations** & **financial institutions** continue taking over smaller farms via **capital**, **debt traps,** and when macro-economic **financial crises lower prices**.

Taxpayers **subsidize** the dairy industry to **artificially lower prices and increase production** during good times, and to **capitalize corporations during down times**.

Ollie shipped to Illinois for sale

Two years after the flight, in May 1932, under the insurance company's new ownership, Sunnymede Farms shipped Ollie (and Lassie, another cow) 355 miles away via train for sale in Illinois.

The Sunnymede Farm have consigned two of their Guernsey cows, Elm Farm Ollie and Elm Farm Lassie, to the National Guernsey Sale at Hinsdale, Ill., to be held on May 12th.

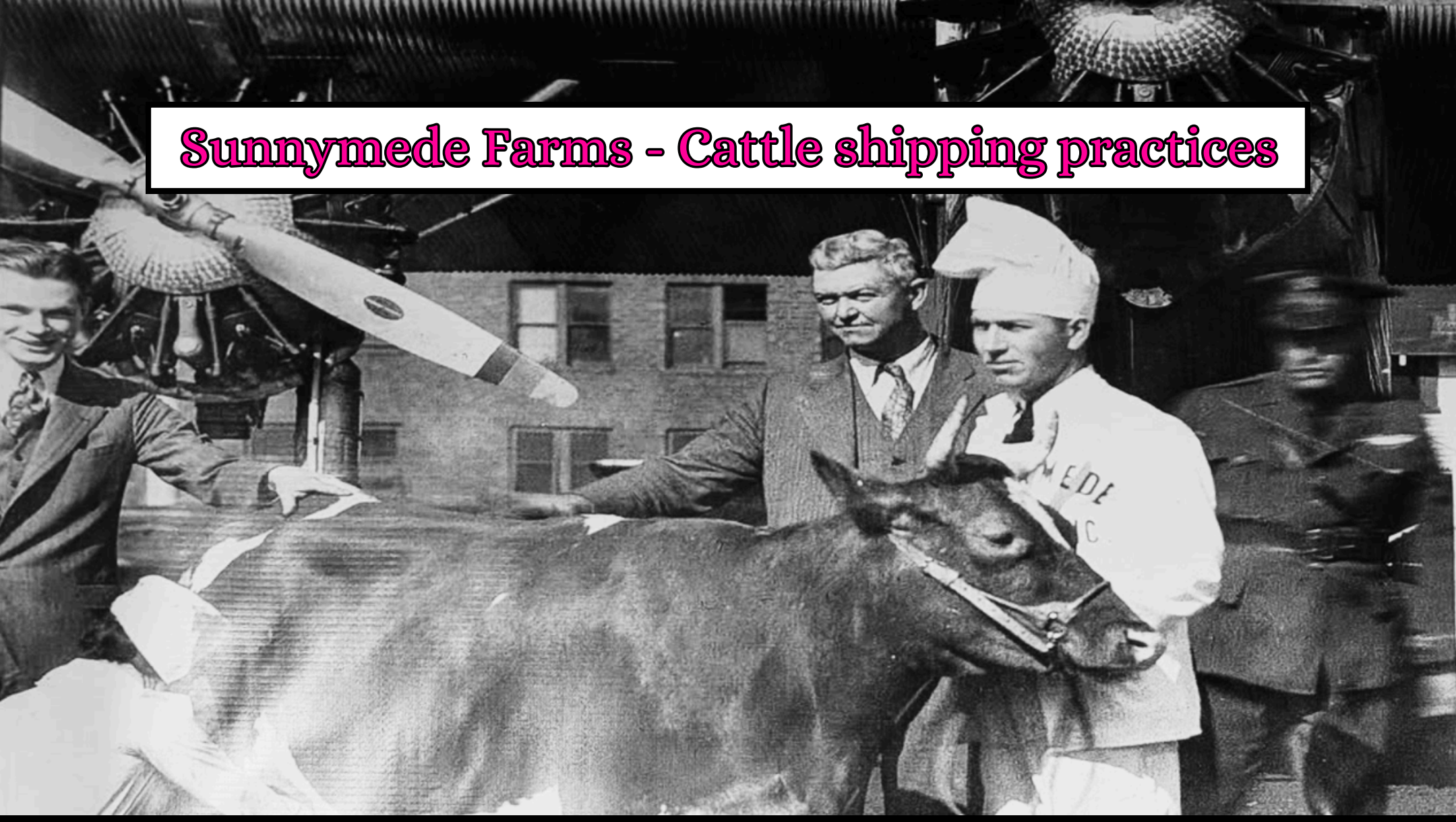
Present-day accounts say Ollie died of natural causes at ten years old.

This 1932 article about Ollie's sale in Illinois makes me question that unsubstantiated claim of her cause of death.

She would be **just any other cow in the industry** after leaving Missouri.

Contemporary dairy cows are killed between 4 - 6 years old after their milk production decreases from continued forced pregnancy/nursing cycles.

Sunnymede Farms - Cattle shipping practices



Sunnymede Farms would ship cows at least 52 hours by train.

Current US federal laws mandate that cows must be unloaded after 28 hours and given 5 hours to eat, drink, and rest before resuming their trip.

John L. Waddell, president of the Sunnymede Dairy Farms, Inc., which comprises the Maude Dent and J. O. Lucas farms, received a shipment of 85 head of Guernsey cattle, consisting of cows, calves and several bulls, last Saturday evening, the cattle coming in over the Missouri Pacific Railroad on a special train and were shipped from Mr. Waddell's home at Deerfield, Ill. The cattle were on the road 52 hours but considering the long trip arrived here in very good shape.

1929 article about Sunnymede

Although Sunnymede Dairy Farm's marketing and PR campaigns featuring Ollie and her flight failed to sustain the company, she is still used by corporations and communities today.



Bismark, Missouri (location of Sunnymede Farm) celebrates an annual Ollie Day festival at the airport.

The National Mustard Museum and store in Middleton, Wisconsin celebrates its own Ollie Day and sells Ollie-branded mustard sets & toys.

Wisconsin is the #2 cow dairy production state in the US.



The National Mustard Museum produced a song about Ollie

The Bovine Cantata in Bb Major

from the Opera MADAME BUTTERFAT

by Giacamo Moocini

In honor of the first flight in an airplane by a cow,
Elm Farm Ollie, on Februrary 18, 1930

Produced by the National Mustard Museum

The Bovine Cantata in Bb Major (Madame Butterfat)

National Mustard Museum
638 subscribers

Available on YouTube



And all the dairy cows, veal calves, breeding bulls, and teaser bulls of the dairy industry.

And the goats, water buffaloes, and sheep in the dairy industry.