

Entrance to Irvindale Dairy

## From Six Cows to a Fifty-Thousand Dollar Certified Dairy

In 1918—thirteen years ago—P. E. Hyde, of Chamblee, Ga., entered the dairy business with six cows. Since that time his rise to prominence as the owner of one of the most modern dairies in the entire South has been nothing less than phenomenal. But, the intervening years from 1919 to 1931 furnishes material for a story that should be an inspiration for the man who is at all skeptical concerning the possibilities of a well defined program for the future and a genuine love for a life's chosen work.

When Mr. Hyde purchased those first six cows, and began delivery of milk with one of those single-horse vehicles so far out of date today, he had in mind the production of a clean produce above all things and the building of a delivery service which would insure steady and satisfactory progress.

The present dairy, owned and operated by P. E. Hyde and Sons—known as Irvindale Farms—is located almost in the heart of Chamblee, a little town approximately fifteen miles from the center of Atlanta, and on the main Southern Railway line from Atlanta to Washington. There are thirty-three acres of land, purchased at a total cost of more than \$19,000.00. The first twelve acres were bought with \$6,400.00 borrowed money.

From 1918 to 1925 Mr. Hyde succeeded in meeting his obligations in

safe food for babies, the product of the foster mother of the world in its most delightful form.

Within two years from 1928 Mr. Hyde was completing the present plant which stands as a show-place for thousands of visitors every year. It is the product of thirteen years of steady growth, builded on a policy of producing clean, wholesome milk and giving a service that commands the appreciation of all customers. There has been a steady increase in the Hyde herd since 1928. At present there are 125 cows, 110 of which are producing approximately 220 gallons of milk daily.

In addition to producing milk, which is testing approximately 4.8 per cent, Irvindale Farms is enjoying a very fine volume of business with its cream and butter milk. Mr. Hyde states no particular appeal has been made to doctors in an effort to gain their recommendations. We all remember the old rat trap story and about the world beating a path to its maker. Well, it can only be said that milk, cream, and buttermilk consumers in the North side of Atlanta have always gone to Irvindale Farms in sufficient numbers to keep consumption well in line with production. You will understand, of course, we will not attempt to predict here the business Mr. Hyde

bathe before donning his white suit. The word "cleanliness" is taken seriously by Mr. Jameson.

Mr. Hyde's niece, Mrs. E. W. Bray, has charge of the office. While she does not come in direct contact with customers, she has made hundreds of friends for Irvindale Farms through her courteous and efficient handling of all telephone calls. Mrs. Bray says that while she appreciates words of commendation, she is really more anxious for customers to 'phone in their complaints. It is easy to understand this attitude, for if complaints reach her, it is two to one that she will get them straightened out in a most satisfactory manner. Diplomacy together with a thorough understanding of the little things that upset many housewives, particularly qualifies this attractive little lady for the important position she holds.

The various photographs of Irvindale Farms Dairy, published in connection with this story, show the careful planning of experienced hands. One may not believe it, but Mr. Hyde has never had any training in the profession of architecture. However, he was able to work out in his mind the entire arrangement and convey his thoughts to W. V. Dodgen, who drew the plans for this up-to-the minute plant. Mr. Dodgen is now connected with the dairy and it is safe to say that future developments on Irvindale Farms will be under his supervision.

that one-horse vehicle toward the city that offered a market for the products of those first six cows.

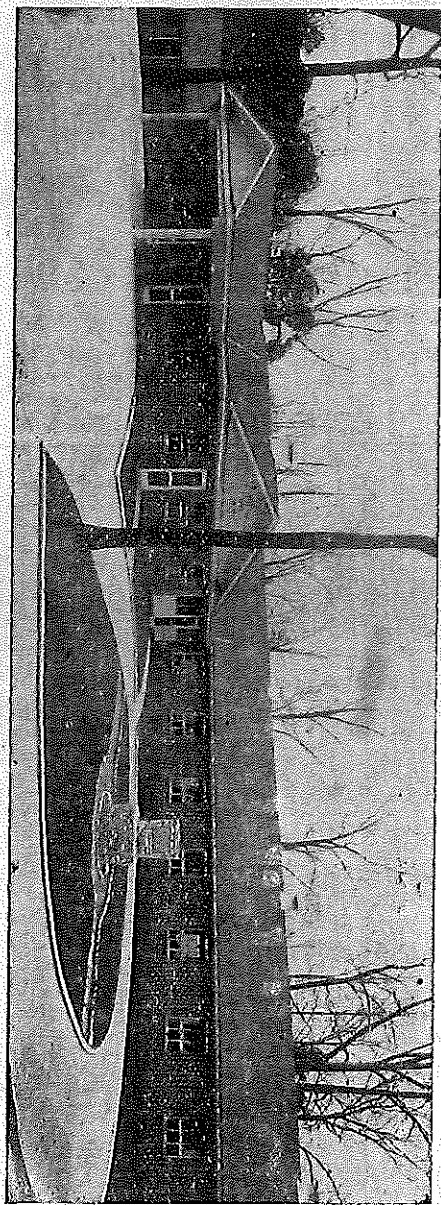
Surely, such prosperity as had now come to Mr. Hyde was not—to express it in a modern phrase—"lucky break." Who shall say it was not the result of hours of hard work, with eyes steadily set on a goal that radiated its glittering coat beyond the dark drifting clouds in the Heaven of success? This goal represented in Mr. Hyde's mind a dairy from which would come natural milk—sweet, creamy, delicious, a

ning to take a special course this summer at the Georgia State College of Agriculture in Athens.

A son-in-law, C. E. Jamieson, has charge of the milking room. It is his job to see that every cow coming into the barn is prepared before milking starts. Mr. Jamieson also gives particular attention to employees who do the milking, requiring each one to wear white suits, freshly laundered. A shower bath house has been built and modernly equipped so that every man going into the milk room may

of the milk in the tank is approximately 34 degrees.

The milk is kept thoroughly agitated during this time and as a consequence each bottle of milk from the tank will have the same amount of cream and likewise the same bacterial count. Thus a complete cooling and standardization of fat and bacteria are secured in the absence of the room atmosphere. In the case of Certified Milk the standardization is over a period of twenty-four hours, or two milkings.



View of Main Building and Office.

## State Officials At Opening Of Dairy

### SPEAKERS ATTEND OPENING OF 170-COW PLANT AT CHAMBLEE

Several hundred DeKalb county citizens gathered at Chamblee Wednesday afternoon to celebrate the opening of the new unit of the Irvindale Dairy -- one of the largest dairy plants in this section of the state.

Prominent Decatur, Atlanta and State Officials were present and appeared on the program, which marked the official completion of P.H. Hyde's new 100-cow barn and milk plant, an elaborate addition to the seventy-cow capacity plant which he has operated at Chamblee for many years.

Unveiling of a memorial monument -- on which was inscribed the caption "DeKalb County, the Banner County of the South," -- was a feature of the exercises. J.J. Harvey presided and introduced the prominent speakers.

Professor Jernigan, chief of the dairy division of the Georgia State College of Agriculture, delivered the opening address. Other speakers were F.H. Abbott, secretary of the Georgia state Chamber of Commerce, and Roland Turner, agricultural agent of the Southern Railway.

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