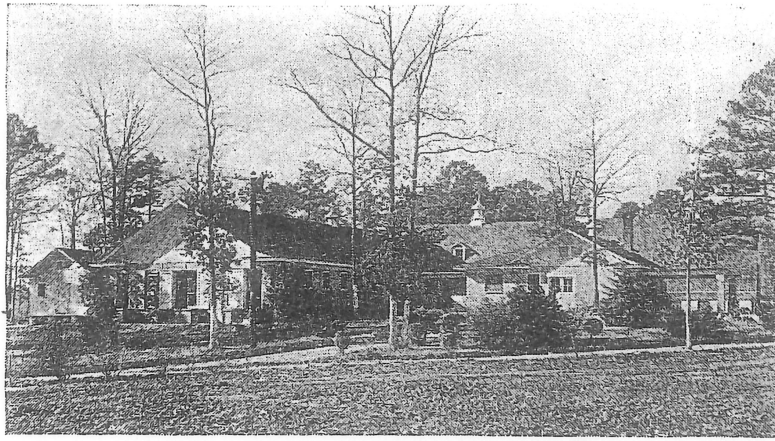


**W. O. PIERCE
DAIRY**

4015 PEACHTREE ROAD
ATLANTA, GA.
CHEROKEE 2213



"One of the South's Most Modern Dairies"

CERTIFIED MILK
GRADE "A" MILK
PURE CREAM
BUTTER MILK
DAIRY BUTTER

May 10, 1932.

OPERATIONS for Four Months, -

From Jan. 1 to April 30, 1932:

NET SALES		\$ 33,738.24
Less: 10% for Delivery Expenses		<u>3,575.82</u>
	Balance	\$ 30,382.42

DAIRY EXPENSES:

Feed Bought	\$ 7,469.74	
Labor & Vet. Charges	4,040.93	
Supplies	3,802.40	
Repairs	1,033.47	
Power and Lights	457.59	
Insurance	195.67*	
Vetinary and Medical Fees	160.65	
Miscellaneous	54.81	
Depreciation	<u>2,625.88</u>	\$ 19,839.14

GROSS PROFIT \$ 10,543.28

GENERAL EXPENSES:

Reserved for Bad Debts (3%)	\$ 1,012.75*	
Miscellaneous	89.16	
Advertising	457.25*	
State and County Taxes	160.54*	
Automobile	121.52	
Credit Services	18.00*	
Interest Paid	<u>33.60</u>	\$ 1,892.62

Balance \$ 8,650.66

OFFICE EXPENSES:

Stamps	\$ 48.80	
Telephone	157.03	
Salaries	722.50	
Accounting Expense	50.00	
Supplies	<u>187.01</u>	\$ 1,165.34

Drive Out to Chamblee and Visit Our Dairy

NET PROFIT.....\$ 7,485.32

The first dairy on North Peachtree Road consisted of 55 acres. This was a Grade A dairy, and milk was sold raw. It is very easy for bacteria to grow in milk so keeping everything very clean was essential. To be sure the milk was safe, the City of Atlanta had an inspector take a random sample from the delivery truck of each dairy. After the bacteria test was completed, it was published monthly in *The Atlanta Constitution*. Many people watched this report, especially the dairy owners. W. O. Pierce was always very near or at the top of the list. Jersey and Guernsey cows gave the richest milk. Since all milk was sold in glass bottles, customers were able to see the cream or show line this rich milk produced.

In 1926, several doctors approached W. O. Pierce in regard to starting a Certified Dairy. This was to be especially for babies. The doctors chose W. O. Pierce because he always had a clean plant and a low bacteria count. This brought on new regulations. All cows had to be tuberculosis tested and inoculated for Bangs disease. The workers had to pass physical examinations and also have their vaccinations. In addition, a Medical Milk Commission was formed, and a doctor inspected the plant weekly. The Milk Commission wanted milk much lower in fat than from Jersey and Guernsey cows.

W. O. Pierce went to Wisconsin (the dairy state) and had shipped to Chamblee by freight two cars of Holstein cows. These cows give more milk, but the butter fat content is much lower. When these cows arrived at the depot in Chamblee, the local school children were allowed to watch as the cows were unloaded and driven about one and a half miles to the dairy on North Peachtree Road.

The dairy continued to grow as all these white-paneled milk trucks, lettered in gold "Pierce Certified Dairy--baby milk a specialty," appeared on the street.

Soon there was not enough space, so the Miller farm in Morgan County near Madison, Georgia was bought. This consisted of 800 acres and more was added totaling 1200 acres. There were no dairy buildings so the large ad in the Atlanta paper will show all the new plant including the large silos. The farm was used for growing hay and corn for ensilage for the cow feed. This milk was trucked to Chamblee dairy where it was bottled.

I can't remember when the law was passed that all milk had to be pasteurized.

Soon Atlanta had four certified dairies. First was Pierce's and later Irvindale, R. L. Mathis, and W. F. Cox. Pierce Dairy was also the largest.

Prior to World War II, W. O. Pierce bought the Irvindale Dairy in Chamblee and renamed it Guernsey Farms. Irvindale continued to sell milk but no longer owned cows.

Pierce Dairy was the largest milk producing dairy in Georgia with a total of 900 cows. The fleet of trucks consisted of 25 retail delivery trucks, one wholesale truck, several farm trucks, and a Fruehaupt tractor trailer. Retail customers numbered around 3000. I can't remember how many wholesale customers, but the largest was The Varsity. On football days the truck would make at least three trips in one day. The Varsity bought half-pints of chocolate milk, half pints of plain milk, 1/3 bottles of butter milk, milk in 10 gallon

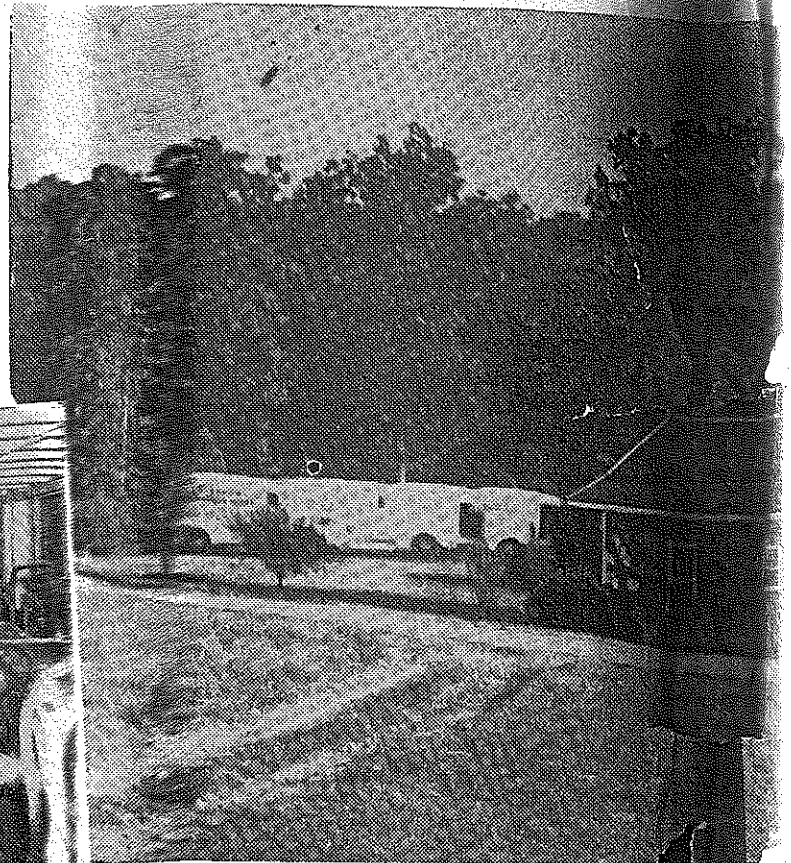
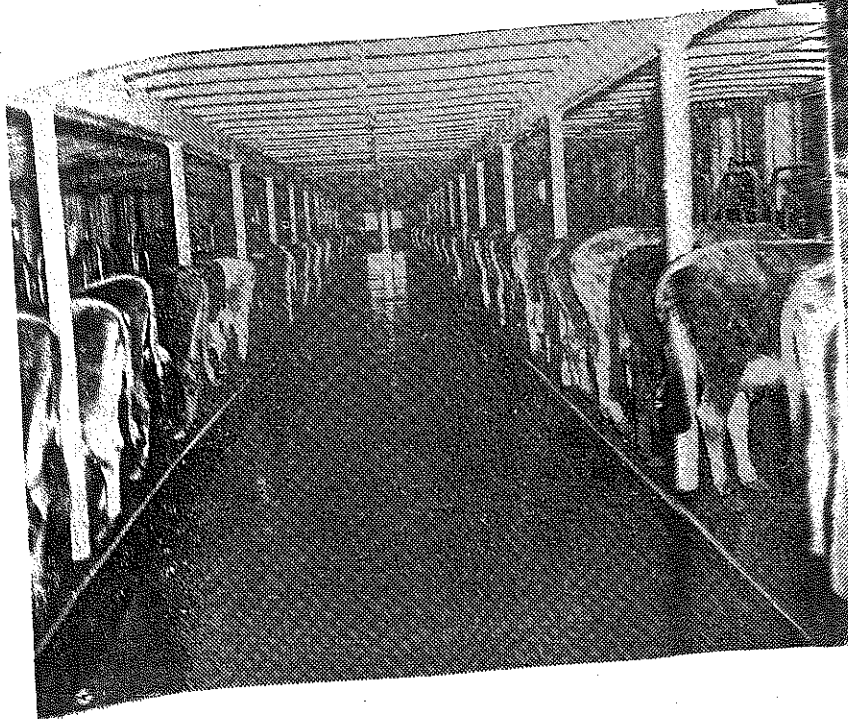
cans, and cream. The Varsity made their own ice cream. Several other wholesale customers included Rich's Tea Room, A & P grocery stores, and R. L. Hope and Spring Street Elementary Schools. During the war, Grade A milk was sold to several military installations at Chamblee, namely Lawson General Hospital and Training Center, the Naval Air Station, and Camp Wheeler near Macon, Georgia.

Service to customers was a very large part of the success of this dairy. The office opened at 6:00 A. M. and closed at 6:00 P. M. and on Sunday was opened until the last routeman had finished delivery and phoned the office to be sure no customer was overlooked. Like the dairy, the office was opened every day. Delivery was made every day until World War II when it was required to make delivery every other day to conserve gas and tires for the war effort. The plant was opened for visitors every Sunday. In the spring, hundreds of tulips, daffodils, and hyacinth made it a show place.

Submitted by Catherine Pierce Lancaster
W. O. Pierce Dairy office manager, 1936-1945

W. O. Pierce's Certified Milk

Atlanta's Milk Supreme



ABOVE—Main plant, W. O. Pierce's Certified Dairy, Chamblee, one of the finest examples of modern dairies in the United States. Visitors are always welcome. Drive out and see what a Certified Dairy, drive out and see what

LEFT—A section of W. O. Pierce's main plant, DeKalb County, showing some of the 280 cows quartered in the stalls (bottom of page.)

Now You Can Get W. O. Pierce's Finer Milk—Immense 100-Auxiliary Plant Enlarges Production to Meet Increased Demand

Protect Your Family's Health—Enjoy the
the Extra Purity and Safety of This Milk
Fresher, More Wholesome, More Delicious

WHY IS IT, that in so many hundreds of Atlanta's most particular households, W. O. Pierce's milk is used exclusively—and has been for years?

Milk drawn from the finest of cows by

milk—you will not be satisfied until you have it on your own table!

Naturally the demand for this milk spread, until a great enlargement of capacity was imperative. After months of search, an ideal site was located, a large body of level, ele-

ton silos; hay and storage necessary equipment, quar and outside, 400 acres fields of alfalfa and ot

At 5 p. m., 300 c milked; within two or



ree Road just beyond
unitary dairies in the
never been through a

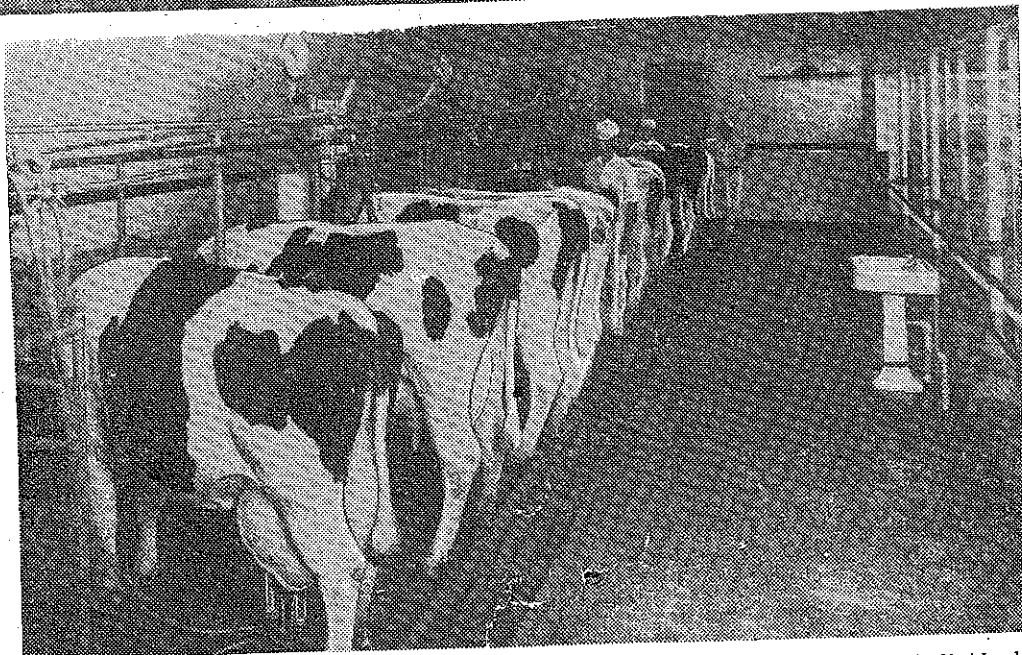
ary plant in Morgan
rior view of barn at

ern
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Benefit of her, Milk

ng 380 tons; all nec-
ers— for the cows—
of pasture, immense
ner hay crops.

ows kept there are
three minutes the
rees goes to storage



ABOVE—Milking parlor in Chamblee plant, shown at top of page. Note the individual milking machines, scales for weighing each cow's milk, and hose running direct to cooling room.



BELOW—Bottle washing machine at Madison plant.



stant, scientific care of cows; note the high-class white employees, all subjected to thorough weekly physical examination by the Fulton County Medical Society—

See these things for yourself, and you will not wonder why others prefer W. O. Pierce's

your supply of the finest milk possible to produce . . .

A great, latest-type structure with its own electric plant for power, lights, refrigeration; its own deep well (235 feet) water supply flowing over 28,000 gallons daily; four 250-

And remember, y
Pierce in perfect
buys no milk from
delivers is his own
duced at his own

Remember, too, t
Milk does not take
—you may buy Ce
—Special Grade A
A. single-capped—
superb Pierce qua
would pay elsewhe

**CERTIFIED, Pas
Per Quart**

**SPECIAL GRAD
Capped, per**

**REGULAR GRA
Capped, per**

Also Pure, Rich
termilk and Dairy
okee 1192—Specia
tomers to—11 a. m.

WHAT IS Certified Milk?

Certified Milk is milk produced according to the standards of physicians—only the medical profession can designate a dairy as Certified.

Out of 30,000 dairies in the United States, less than 150 are Certified, and one of these is W. O. Pierce's!

Certified Dairies are checked regularly on 47 different points of inspection—W. O. Pierce's by the Milk Commission of the Fulton County Medical Society, under whose supervision Pierce's Certified Milk is produced.

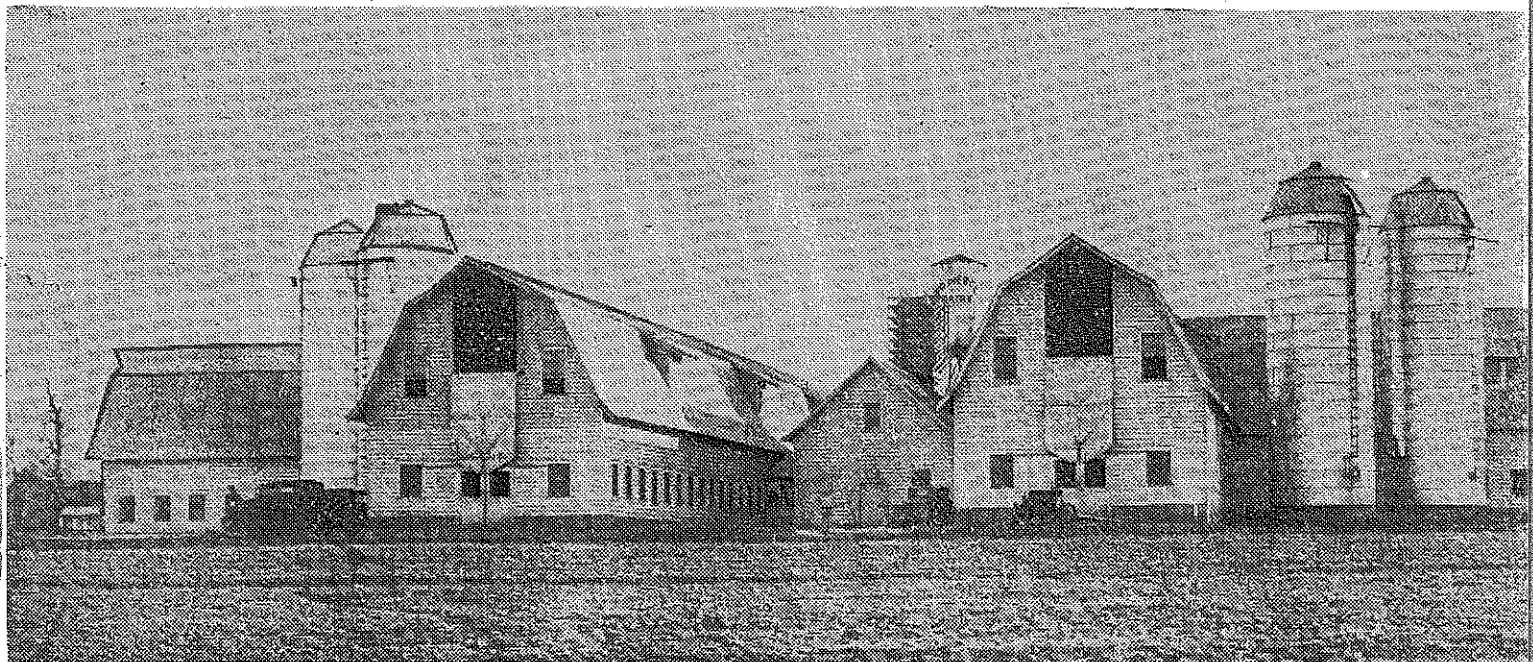
Ask your doctor about Pierce's Certified Milk—visit our dairy, let us tell you what these 47 points are. Remember—Certified Dairies meet standards which are medical standards—and are not required of ordinary dairies.

W. O. Pierce Da

Telephone Cherokee 1192

Off Peachtree Road, Just Beyond Chamblee—Morgan County, Just Beyond
Inspection Invited ★ Visitors Always Welcome

New, Modern Auxiliary Plant in Morgan County. Complete under one roof, including its own electric generating
Note construction in two T-shaped units; four silos, 250 tons capacity each; huge 380-ton hay storage lofts; large wa



additional production,
 e milk for everyone—
 can order from W. O.
 nfidence—W. O. Pierce
 aybody; every bottle he
 ighest quality milk, pro-
 ury. from his own cows.

demand for Certified
 Pierce's entire production
 ified, pasteurized or raw
 ouble-capped—or Grade
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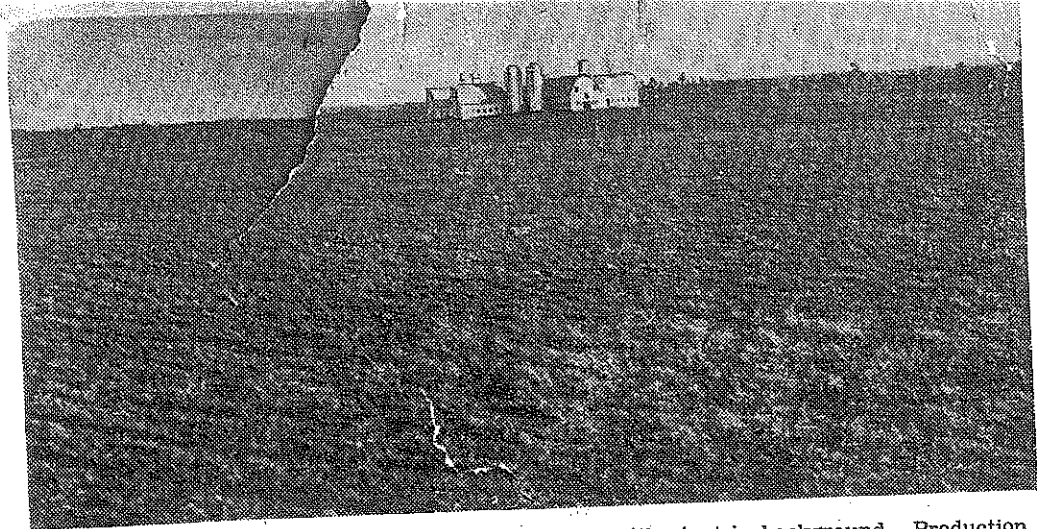
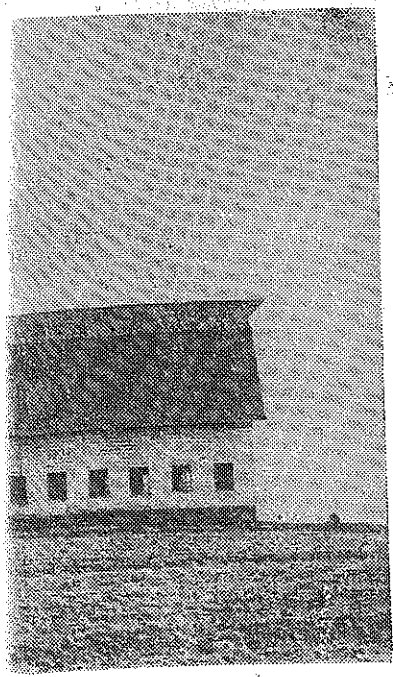
- urized or Raw, 19c
- A, Double- 16c
- quart
- E A, Single- 15c
- quart

eam, the Finest of But-
 Butter. Telephone CHER-
 Deliveries to New Cus-
 daily.

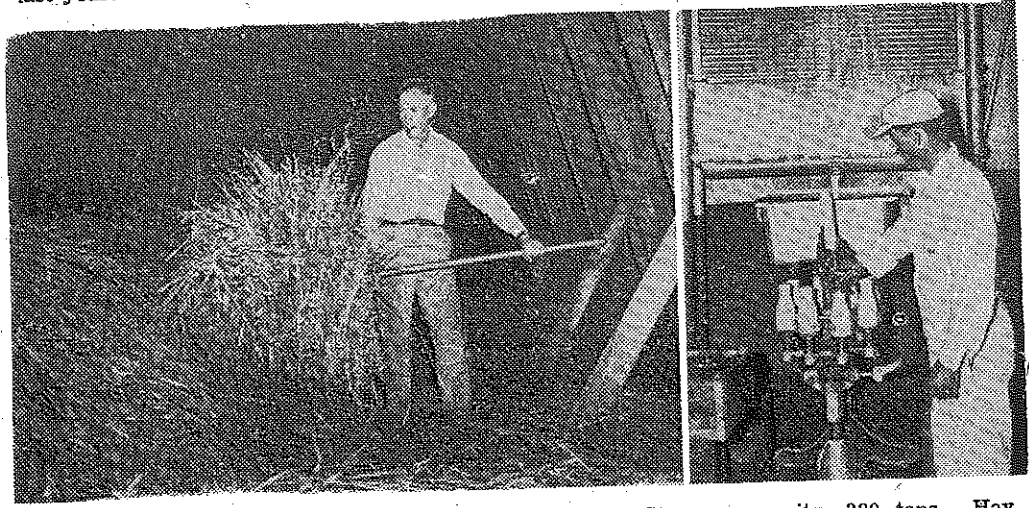
iry

d Madison

plant and water system.
 ter storage tank.



SECTION of alfalfa field on Morgan County farm, with plant in background. Production last year: alfalfa, 200 tons; oat, clover and peavine hay, 300 tons; corn silage, 1,500 tons.



ABOVE, left, one wing of hay loft, Madison barn. Storage capacity, 380 tons. Hay is hoisted into loft mechanically, and carried into place by overhead trolleys. Right, an automatic milk bottling machine in operation.

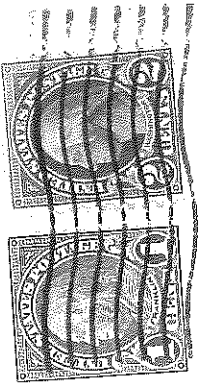


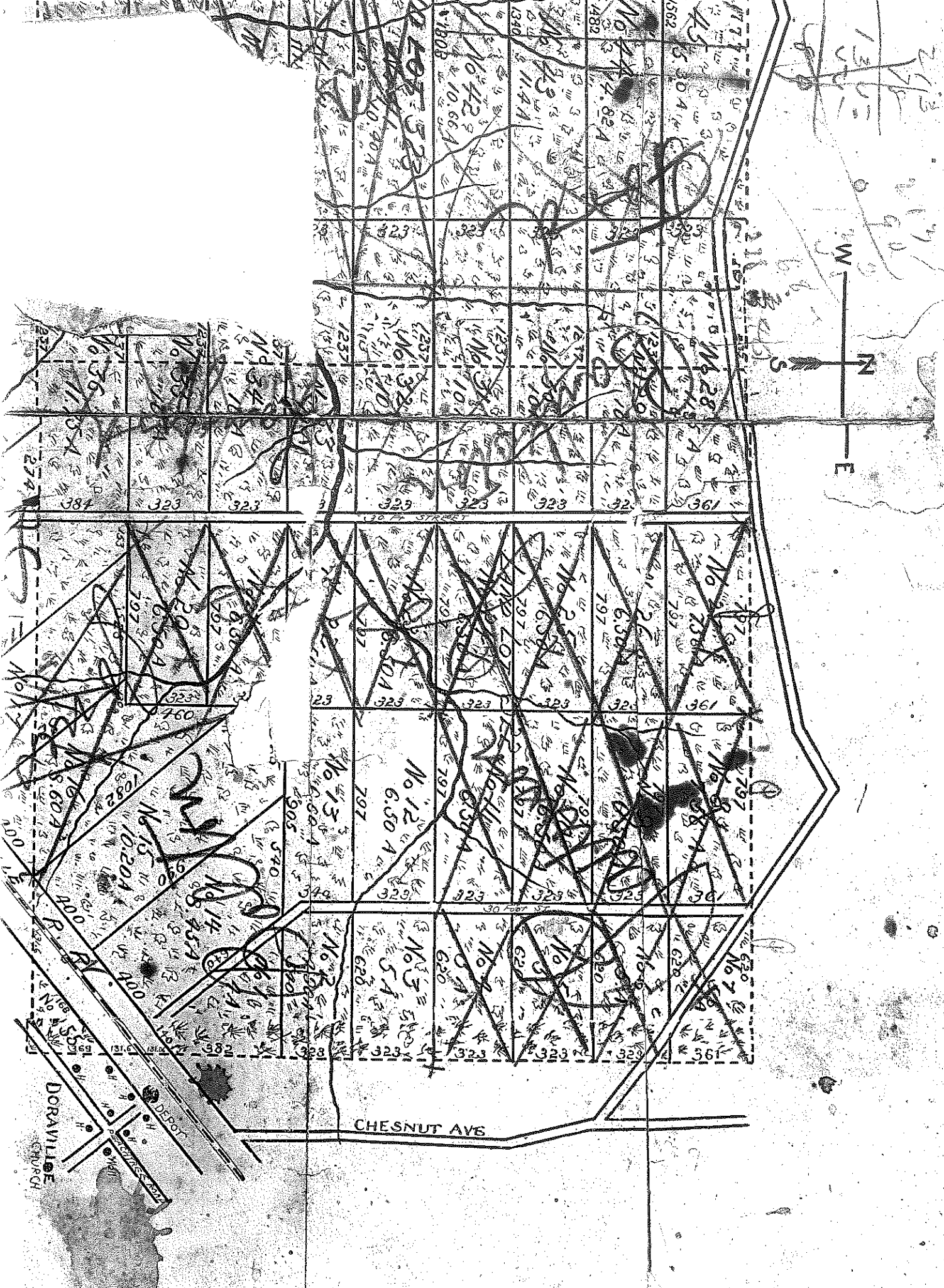
Begin today---delight your family
 with this purer, safer, more delicious
 milk---

Place your order tonight, enjoy
 Atlanta's Milk Supreme tomorrow
 morning---Call CHERokee 1192 now!

W. O. PIERCE DAIRY
ROUTE 1 » DORAVILLE, GA.
Three-fourths Mile Beyond
Chamblee, Ga.

8





Doraville, GA

W.O. Price D.M.

DORAVILLE
CHURCH
DEPOT

CHESNUT AVE

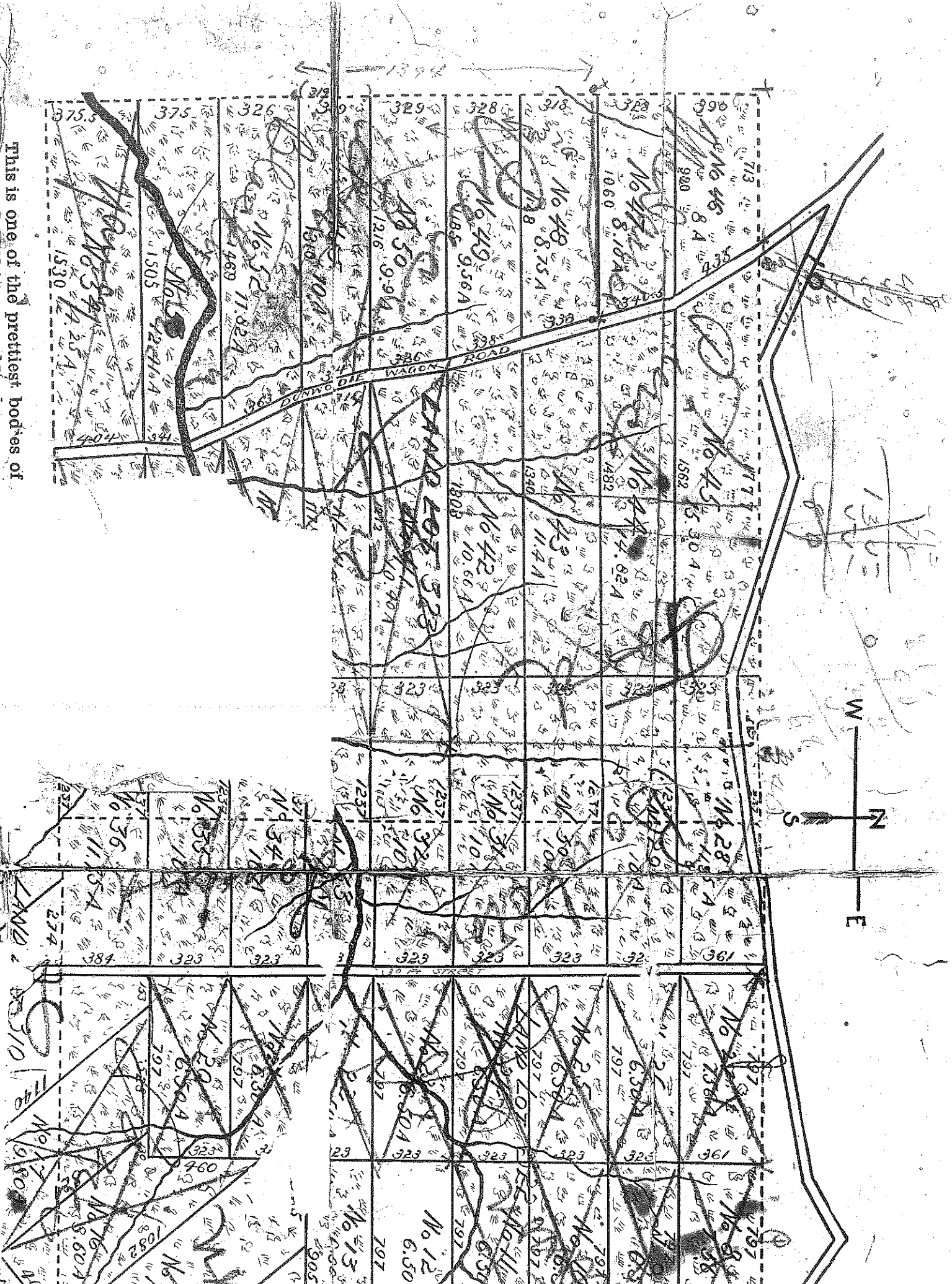
30th STREET

LAND LOT

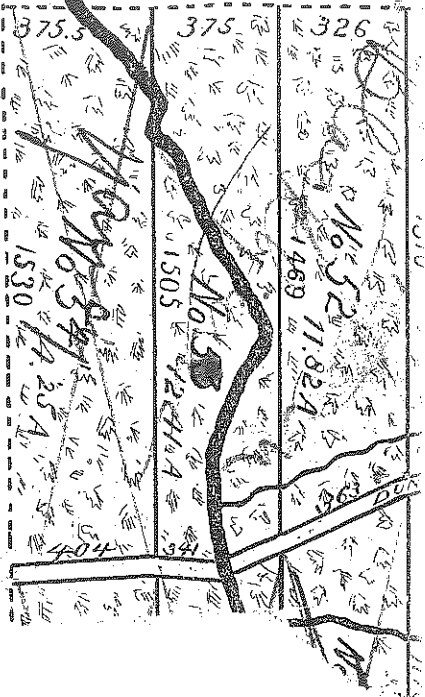
SWINGING



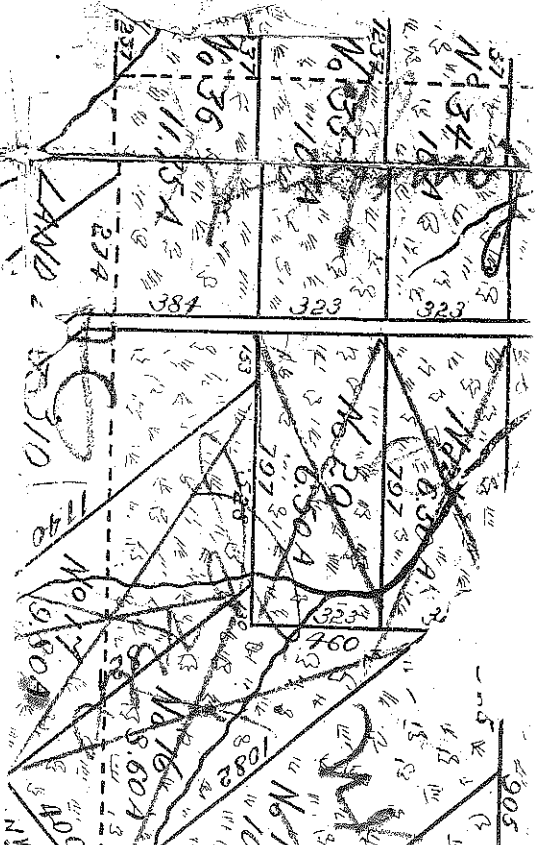
This is one of the prettiest bodies of
land is covered
abundant supply of pure spring



en,
of



This is one of the prettiest bodies of land in the county and is covered with an abundant supply of pure spring water from the Dairy farm, and being very fertile, it is well adapted for the raising of stock. This land lies within 50 miles from Atlanta, Ga. We have subdivided the land into 50 acre parcels which we will offer for sale at 8 per cent. interest.



en,
1 of
nd county.
a part of it
5 acres each
month will



Of course Baby must have milk—to make Baby thrive, get W. O. Pierce's pure, easily digested Certified Milk—from selected Holstein, Jersey and Guernsey cows—it's just what Baby's delicate digestive system demands.

Baby Needs It

HOODED AND DATED

Don't handicap your growing child by an inadequate supply of milk. For proper development of bones and teeth—for sparkling eyes, ruddy cheeks, bounding vitality—each child needs a quart a day. Be sure he gets it—avoid the ill effects neglect will surely bring.



The ADULT Needs It

Yes, milk is Nature's own food, and grown-ups as well as children need its resistance-building, health-giving properties. Enjoy at least a pint a day—you'll look better . . . feel better . . . and be better!



Atlanta's Milk Supreme

W. O. PIERCE'S

PURE

Holstein, Jersey and

Good Guernsey

MILK

Specify Your Preference

PASTEURIZED OR RAW, CERTIFIED MILK AND SPECIAL GRADE A, HOODED AND DATED.

Also Pure, Rich Cream—Delicious, Fresh Dairy Butter—and the Finest of Butter-milk, Churned Daily from Whole Milk.

Call Charlotte 1192

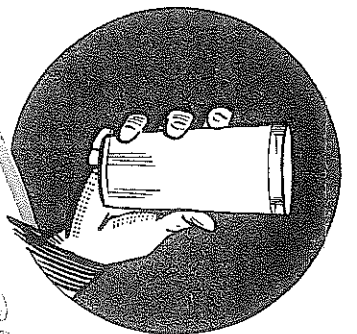
Place Your Order Now

W. O. PIERCE DAIRY

The South's Largest and Finest

Atlanta's Milk Supreme

ACQUA PIERCE CO



Treat

FOR ALL THE FAMILY

**PURE • RICH • FRESH
SAFE • WHOLESOME
AND DELICIOUS!**

Atlanta's Milk Supreme

W. O. PIERCE'S . . . The South's Largest and Finest Dairy Now Milking 650 Cows

(MORE THAN ANY THREE OTHER DAIRIES IN ATLANTA AREA)

Supplementing the production of the W. O. Pierce main dairy at Chamblee is its immense modern auxiliary plant in Morgan county, three views of which are shown here.

1—Section of alfalfa field on Morgan county farm, with barn in background. Annual hay production on this 712-acre farm, 1,500 tons.

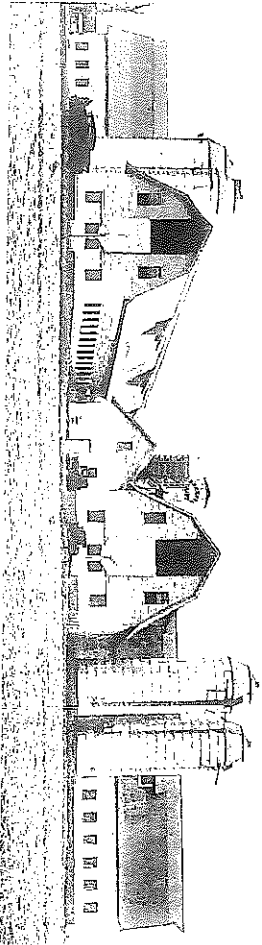
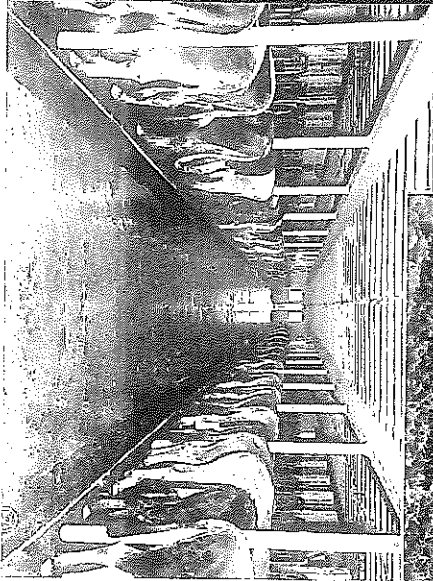
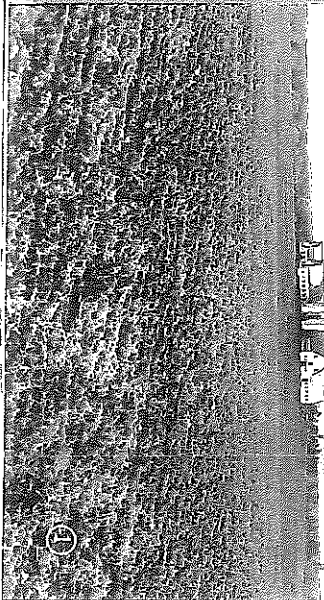
2—Section of one unit of great Morgan county barn. To give an idea

of tremendous size of this barn, it houses 280 cows, of which only about 100 are in this section.

3—Close-up of Morgan county barn—a marvel of modern dairy design, complete under one roof, including its own electric generating plant for lights, power and refrigeration; its own deep well (225 feet) water supply system (capacity 28,000 gallons daily); four 250-ton silos; hay lofts storing 380 tons; all necessary equipment; quarters for the vast herd of cows. Outside are 400 acres of pasture, immense fields of alfalfa, clover, oats, peavine and other hay crops.

Right—
Alfalfa
on Morgan
County
Farm

Below—
One unit
of Morgan
County Barn



Close-up
of Morgan County
Barn

WHAT IS CERTIFIED MILK? Ask Your Doctor!

Certified milk is produced according to certain extraordinary standards of safety, sanitation and health *above and beyond those required of ordinary dairies*—extreme standards devised by the medical profession *for your protection.*

47 POINTS OF INSPECTION

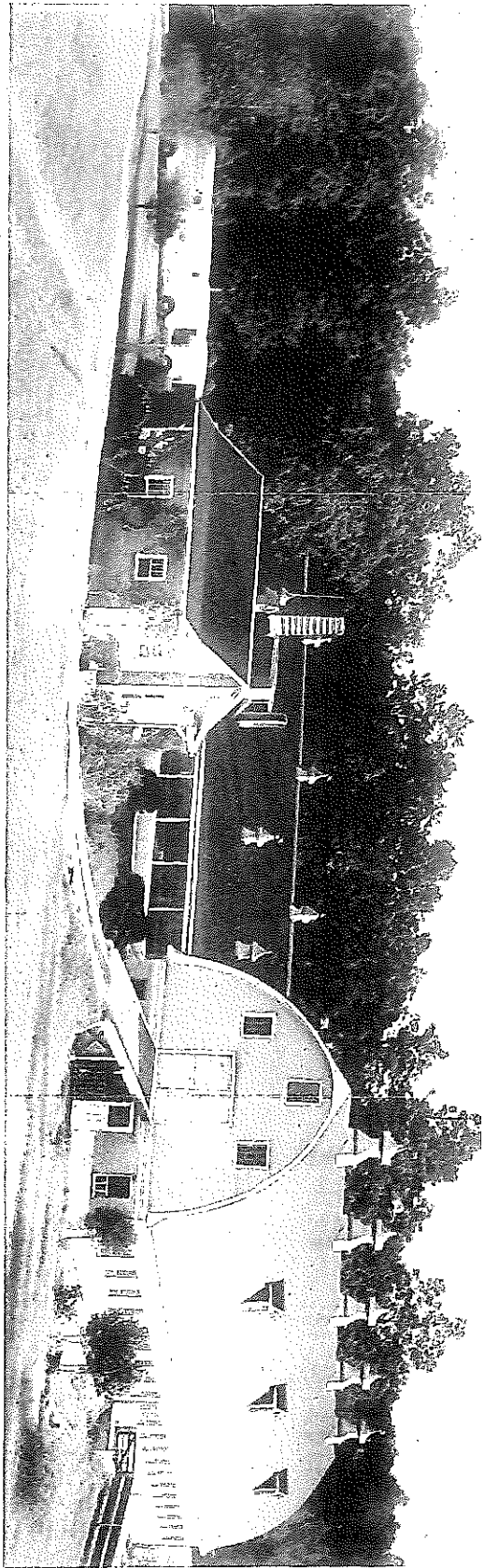
Of 30,000 dairies in the United States, fewer than 150 are Certified. W. O. Pierce's is one of this small, select number—regularly checked on 47 points by the Milk Commission of the Fulton County Medical Society . . . approved . . . and *Certified*—because W. O. Pierce's high-class white employees—clean, modern plant, premises, equipment, methods—magnificent cows—assure you the very finest, purest milk that can possibly be produced.

the *known safety*, the extra purity and goodness, which W. O. Pierce takes such pains to give you?

Remember—W. O. Pierce buys no milk from anybody. Every bottle of milk delivered to you by W. O. Pierce was produced at W. O. Pierce's own dairy, from W. O. Pierce's own COWS.

Special Deliveries to New Customers to 11 A. M. Daily

W. O. PIERCE'S DAIRY — Atlanta's Milk Supreme



ABOVE—Main plant of W. O. Pierce's Certified Dairy off Peachtree Road just beyond Chamblee, one of the outstanding examples of modern dairy sanitation and efficiency in the entire United States. BELOW—Section of milking parlor. Note individual milking machines . . . "milk not touched by human hands" . . . read explanation at left.

W. O. PIERCE'S

Atlanta's Milk Supreme

...nor even by the air!

Beautiful, well kept, scientifically fed, superbly healthy cows that are fastidiously cared for—given frequent, regular examination and inspection—quartered in hospital-like cleanliness—walked through disinfectant and thoroughly bathed not once, but twice daily—

Milk drawn from these finest of cows by electric milking machines (in picture above, note scales for weighing each cow's production, and hose conveying milk to cooling room)—

Milk that within two or three minutes after leaving cow is cooled to a temperature of 40 degrees—automatically bottled, capped, hooded, ready to be loaded out for delivery to you—

Milk of incomparable purity and goodness, never touched by human hands, nor even exposed to the air—



Assure Your Family's Health With the Extra Purity and Protection

of W. O. Pierce's Richer, Fresher,
Safer, More Wholesome and
More Delicious Milk.

No wonder, in so many hundreds of Atlanta's most particular households... W. O. Pierce's milk is used exclusively, and has been for years and years! No wonder it takes 650 cows to supply the demand for this marvelously superior product!

Why should you risk the use of ordinary milk that may be unsafe—collected from many scattered sources—produced under questionable conditions—when you can just as easily enjoy

TONIGHT
or any night
7:30 to 10
YOU ARE INVITED

Visit W. O. Pierce's Dairy—
see the cows milked by machines
—observe the conditions under
which W. O. Pierce's milk is pro-
duced—it will be a pleasure to
have you. Drive our pleasure to
Road, turn left just beyond
Chamblee.
Visitors Always Welcome

BEGIN TODAY—

Surprise and delight your family with the thrilling treat of this richer, purer, more delicious milk that comes to you 12 to 18 hours fresher...

Call CHEROKEE 1192 and place your order now—enjoy Atlanta's Milk Supreme!

W. O. PIERCE DAIRY
ROUTE 1 » DORAVILLE, GA.
*Three-fourths Mile Beyond
Chamblee, Ga.*

2

