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Pet Milk Company, 1949-1957 (MSS 263)

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Descriptive Inventory

MSS 263 PET Milk Company, 1949-1957

½ box. 4 folders. 19 items. 1949-1957. Originals, photocopies, and photographs.

2009.118.1

ORGANIZATIONAL HISTORY

Bowling Green's Pet Milk Company began operations 16 May 1927. The facility, which produced evaporated milk, was located on Church Street and employed approximately 95 people at peak production periods. The location of the plant in Bowling Green led to the development of planned pastures, and improved dairy herds in Warren County and the surrounding area. As the demand for the local product increased, more milk was needed and receiving stations were opened in Franklin, Simpson County, and Springfield, Robertson County, Tennessee. The plant ceased operations in March 1975 owing to economic conditions and a declining market.

COLLECTION NOTE

This collection features two annual reports, 1951 and 1954, issued by the Pet Milk Company fieldmen of the Bowling Green area. These reports contain numerous photographs and news clippings of local farmers and their dairy operations as well as photographs of special activities such as the June dairy parade in observance of National Dairy Month. The reports also highlight innovations designed to increase production and reduce costs such as the Green Pastures program and artificial breeding. The "hauler's bulletin" and "hauler's memorandum" sections of the reports spotlight those employees that bring the raw milk to the processing plant. In addition, the Christmas 1950 issue of the local newsletter *Pet Dairy Chats* as well as the January – November 1951 issues are bound with the 1951 report.

The 4-page monthly *Pet Dairy Chats* began in 1939. This collection includes one issue each from 1949, 1953, and 1957, and the January – November issues for 1954. The newsletter typically includes profiles of dairy farmers, photographs, jokes, and a recipe featuring Pet Milk.

SHELF LIST

BOX 1	Pet Milk Company	1949-1957	19 items
Folder 1	Inventory		1 item
Folder 2	Annual field report – Bowling Green Franklin, and Springfield, Tennessee	1951	1 item
Folder 3	Annual field report – Bowling Green Franklin, and Springfield, Tennessee	1954	1 item
Folder 4	<i>Pet Dairy Chats</i> (Newsletter)	1949-1957	16 items

BIBLIOGRAPHIC RECORD

MSS PET Milk Company 1949-1957
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Two annual field reports, 1951 and 1954, profiling dairy farmers and their operations in Warren and Simpson Counties as well as Robertson County, Tennessee; also includes miscellaneous copies of the newsletter *Pet Dairy Chats*, 1949 to 1957.

½ box. 4 folders. 19 items. Originals, photocopies, and photographs.

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SUBJECT ANALYTICS

Dairying – Simpson County
 Dairying – Simpson County – Photographs
 Dairying – Tennessee – Robertson County
 Dairying – Tennessee – Robertson County – Photographs
 Dairying – Warren County
 Dairying – Warren County – Photographs

Lile/Jeffrey 09/18/2009