

I've often said, in these little paragraphs, that women—especially mothers—deserve more gratitude from their families than they get. Most women sacrifice more of many things than do mere men.

# The Birmingham Eccentric

PART 3

Thursday, August 3, 1950

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## Danes Like To Buy From Private Dairy

2 Co-ops Have Only 60% of Customers in Small Danish City

By ROBERT BALL

Special Correspondent for The Eccentric

NAESTVED, Denmark — For a surprise, this story out of Denmark, the land of the dairy cooperatives, isn't about the cooperatives.

Instead it is about the work of a man named Anders Olsen, who is still asserting his brand of rugged individualism in the Danish Dairy business.

It is true that 90 per cent of Danish milk is handled by the co-ops of the Danish Dairy Organization, but these top-heavy odds have not made Olsen cash in his separators.

By concentrating on the co-op weak points and playing up quality and service, Olsen has been able to prosper nicely with no co-op cooperation.

Dressed in wooden shoes and white work suit, Olsen's son Paul was directing the morning work



ANDERS OLSEN

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when I arrived at the "Mejeri Naestved" (Naestved Creamery).

THE CREAMERY ITSELF was as shiny and new as the two Ford trucks parked on the ramp. Building and machines were all new last year. Twelve men, including the two drivers, and ten women were at work.

Young Olsen laughed when I asked him how he got along with the co-ops.

"I know Petersen, the manager of the co-op dairy, very well, and I think there is room enough for both of us," he said.

"There has been a private dairy here since 1890. When my father bought the business in 1925, the co-op was already strong, but he figured it so: The co-op is mainly interested in butter, and in selling that butter abroad."

"That is big business, and it's not surprising that they focus more on export than on the local market. We concentrate on selling milk in Naestved."

"OUR SHARE OF the milk business now is 40 per cent; the 60 per cent is split between the Naestved and the nearby Gersted co-ops."

"As you see, we're competitors, but it is a friendly and fair competition."

Present volume of the Naestved Creamery is 7000 quarts a day; the yield of 29 dairy farms in the area. The price paid to each farmer is scaled according to the butter fat content of each batch.

"We pay the same or better prices than the co-ops," Olsen commented. "Obviously we can't offer a dividend at the end of the year, but our regular suppliers like to deal with us just the same."

Only 35 per cent of the milk goes into butter at Olsen's. What ever part of the daily 2000 pounds is not absorbed by the local market is sent to Copenhagen in tight wooden kegs for shipment to English tea tables.

THE FARMERS GET the skim milk back again to feed to their hogs.

Price competition in dairy products does not exist. Both Olsen and the co-op sell at the co-op standard price 4 cents a quart for milk, 42 cents for coffee cream, and 50 cents a pound for butter, all based on the average export value of butter.

We compete in quality and service," Olsen explained. "We always try to give a little bit better product for the money. And then," he said proudly throwing open a door, "we try to keep ahead of the co-ops in new developments."

In a gleaming white room several women were packing ice cream in boxes. The same day that I was offered was excellent.

"BESIDES this new ice cream business, we're planning to expand our milk sales to 50 per cent of the local market by means of better delivery schedules," he smiled. "We'll do our best to keep the co-ops on their toes."

Over at the Naestved Cooperative Creamery, (5,000 quarts a day, 400 pounds of butter) young manager Aron Petersen looked up from the unloading of his two new Fargo trucks and smiled. "Olsen will do it, too," he said.

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## Article Praises Ad Agency President



MI&A's JIM ADAMS LOOKS OVER HIS OWN WORK  
Cadillac account made to order for him

James R. Adams, 983 Kennesaw, president of MacManus, John & Adams, Inc., is profiled in the August issue of Advertising Agency, top magazine of the advertising world.

Of Adams, the lengthy profile declares:

"He sells the Good Things of This Earth. He sells them with the compulsive fervor engendered by a childhood discovery when, as the youngest of a tenant farmer's family of nine, he chanced upon a great truth: there is nothing pleasant about poverty."

"THAT INDIANA farm boy is now president of MacManus, John & Adams, Inc. of Detroit, Baltimore, Los Angeles and San Francisco. And his immense creative drive is dedicated to the proposition that, while all men may be created equal, they ought to try to do something about it."

"Adams is one of the hardest workers in the advertising business. He personally has written more than a hundred million dollars worth of advertising copy. And he still writes millions of dollars worth each year—in addition to supporting the top managerial responsibilities of an advertising agency with a large and glib-edged client roster."

"ALTHOUGH INTERESTED in all the agency's accounts and personally active on several of them, including Pontiac—Adams has made the creative responsibility for Cadillac entirely his own. For here is a job made to order for him."

"If Cadillac has become an American success symbol—and there are those who claim it to be—it is certainly what Jim Adams has striven for during the 20-year love affair he has carried on with that motorcar."

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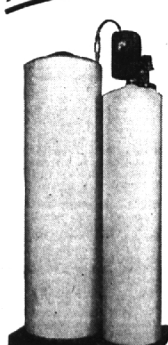
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