



Celebrating **100** *Years of*
Just The Right Chemistry[®]
1911 to 2011





Alfred Anderson
Founder and President
1911 - 1945

100 Years of “Just the Right Chemistry®”

...a brief history of Anderson Chemical Company*

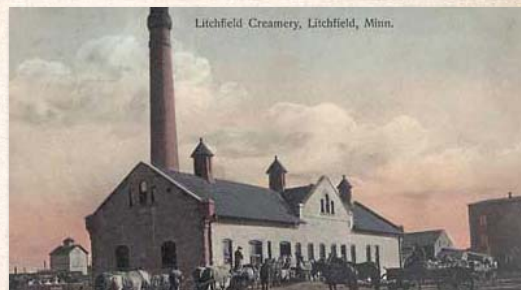
Alfred Anderson ... father of Anderson Chemical Company and three generations of family managers and employees, indeed lived “The American Dream”.

Alfred, the oldest son of Olaf and Karin Anderson, traveled alone across the broad Atlantic from his native Sweden to this land of opportunity in 1896 at the young age of 14. But those 14 years had been packed with life prepping experiences. When Alfred was just 10 years old, his father had left the family and went to find viable employment during difficult economic times. Olaf would not return to Sweden for 14 years, and as a result, Alfred became the “man of the family”. By age 12 he was running their 170 acre farm with his mother and siblings. The farm was located on Lake Mangen, in Manskog township, Varmland County, close to the Norwegian border.



The work of a late 1800's Swedish farm was all manual labor and young Alfred did his share. He was literally “the driver” of the family. He drove their 22 year old horse and farm wagon to pick up the hand harvested hay and rye crops, as well as on all trips to town. One time he even drove all the way to Stockholm, the capital and largest city some 250 miles to the east! Alfred was also a very good student, excelling in math, writing and woodworking. The strength of his character, work ethic and intellectual curiosity, were all forged and shaped by those challenging years on his family's Lake Mangen farmstead.

Alfred was the first of Olaf's children to join him in America. Olaf was living at that time in Dawson Minnesota and working as a coal chute tender for the St. Louis railroad. Alfred lived with his father and attended school learning rudimentary English. After a year, Alfred's father left for the Alaskan gold fields and better economic opportunity. Alfred then went to live and work on his cousin Mary Johnson's farm, 2 miles SE of Litchfield. This started the connection with the town that would become the home for his future family and legacy for the next 116 years. Alfred would later buy this 421 acre farm in 1932. He worked there and on a neighboring relative's farm for about a year and then decided to expand his horizons in town. He was hired on at the Litchfield Creamery in 1898... an opportunity that would become the key to an accomplished future over the next five decades for the young Swede.



His mentor, M.J. Sondergaard, was a widely recognized and successful buttermaker. He was also the father of academy award winning actress Gayle Sondergaard (winner for her role as supporting actress in the 1936 film **"Anthony Adverse"**). He took the 16 year old Alfred under his wing and taught him the creamery business over the next two years. Alfred was a quick learner, possessed of an ambitious and curious mind which he put to good use as a student of the buttermaking craft. With the fine tutelage of the master under his belt, he was hired for the position of operator/buttermaker at the Darwin Creamery just 6 miles to the east.



In 1902 he enrolled at the University of Minnesota Dairy School where he took a six week course on milk processing. In later years he was invited back to lecture at both the University of Minnesota and Iowa State University about his award winning butter cultures. That year M.J. Sondergaard decided to leave the Litchfield Creamery and become a creamery inspector. He recommended the 20 year old Alfred Anderson for the position of head buttermaker, which Alfred readily accepted, and proceeded to work there for the next 14 years. It was quite a career start for a young immigrant, who just 6 years earlier was back on a hardscrabble farm in SW Sweden with no knowledge of America, the English language, much less commercial buttermaking! Alfred would not rest on his early accomplishments as we shall see.

Alfred's first 8 years as the chief buttermaker at the Litchfield Creamery produced some nice accolades as the following excerpts from "**The Farmer**"; the top agriculture publication in Minnesota at the time relate. (Reprinted from the Independent Review, January 15, 1910).

"The Farmer, published at St. Paul, and the best of the agricultural papers in the state, devoted two pages of the journal last week to the Litchfield Creamery, on its methods of marketing dairy produce by the creamery route. Dairy Commissioner French, having told **The Farmer** without hesitation that the Litchfield Creamery was the best cooperative creamery in the state...

...The description closes with the following paragraph to all of which the people of Litchfield and the patrons of the creamery will subscribe: Litchfield Creamery is doing good work. Mr. Anderson is producing a superior quality of butter at a minimum of cost and is making a reputation for his product."

During his 14 years at the creamery, he rose to the top of his craft to become a champion buttermaker, winning many contests at the local, state, and even the national level! Later, in 1931, he would purchase two creameries in northern Meeker County at Crow River & Mannanah. In 1936 he built Anderson Creamery and Farmer's Produce in Litchfield on west 2nd street. Alfred produced top quality butter well into the late 1940's.

But as they say, Alfred was not a one trick pony. While honing his butter-making skills at the Litchfield Creamery, he was starting the enterprise that would prosper for the next 100 years ...

Anderson Chemical Company. In 1911 in a single rented room over the post office, "**The Chemical**" as it would affectionately be called, was born. A few years later in 1915, he would move the business to the garage and basement of his newly constructed home on N. Marshall, built for his lovely young wife Lura Hanson. She would be his constant companion and support for 38 years, helping in the business as well as raising a family of five.



It was a relatively inauspicious beginning for a company that would grow for the next century into a corporation with four major divisions, national market coverage and business in several international locations. During these early years, Alfred started this very "compatible" business to the dairy industry with a product called **Champion Butter Culture**. This bacterial flavor enhancer was sold from as early as 1909 to well into the 1930's as shown in Anderson Chemical product literature and publication ads of the period on page 4.

ANDERSON'S



Culture used in the three highest scoring tubs at the Minnesota State Fair.

1st—
WALTER OLSON,
Paynesville
Score 96

2nd—
N. J. RASMUSSEN,
St. Charles
Score 95½

3rd—
W. S. CLEMENSEN,
Clarissa
Score 95½

It will also be remembered that Anderson's champion culture was also used by the three highest winners in 1929. It takes the best and most active culture to win.

Order regular shipments and join the ranks of the topnotchers.

Anderson Chemical Co.
Litchfield, Minn.

In Creameries and Cheese Factories Use
Anderson's Guaranteed Products

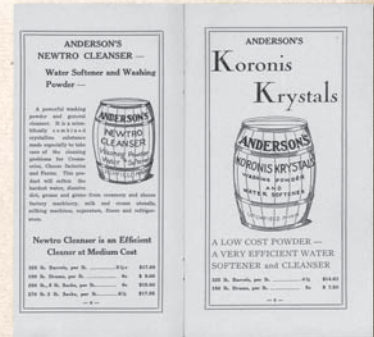
ANDERSON'S CHAMPION CULTURE



Always produces that fine delicate flavor the consumers pay large premiums for. It was used in flavoring all CHAMPIONSHIP butter in Minnesota six months contests since 1909.

Alfred's championship butter culture proved to be a superb "launch product" for the fledgling enterprise. And though it was a process additive in his expanding product line for over 30 years, it was gradually replaced in prominence by the staple of Anderson Chemical's core business ... cleaning and sanitizing products. Early offerings consisted of powdered washing compounds for the dairy farm and creamery with names like Anderson's Washing Powder ("AWP"), Minnehaha Washing Powder, and Koronis Krystals; a sanitizer called Anderson's Sterilizer and neutralizers for acid cream named Newtrozone A,B,C & D.

These simple but reliable products were based on such formulating chemistries as trisodium phosphate (the basis years later for good old Spic and Span) and sodium bicarbonate (...of Arm & Hammer fame, still found on store shelves today!). Also carried in the product line were test solutions for cream & butter, as well as a full line of commercial grade cleaning brushes. This basic line of products carried Anderson Chemical Company through the early years on into the thirties.



During the depression years, Alfred added laundry products to his expanding catalog like Sudso ... "a sweetly perfumed marvel soap for the laundry" as his marketing literature informs us, and Bleacho, a liquid bleach for both plant & home.

ANDERSON'S SUDSO
The Perfect Washing Flake

Snowy white washing flake, sweetly perfumed dissolves quickly in cold, lukewarm, hard and soft water.

The marvel soap for fine laundering of silks, wools, linens and cotton materials of all kinds. The perfect soap for laundering baby's things.

Large Package	25c
100 POUNDS	13c
50 POUNDS	14c

The A-N-S-O-L line of insect sprays were added for the home, farm and business. They were lethal to a wide range of critters from barn flies and backyard mosquitoes to fleas, ants and bedbugs!

A-N-S-O-L
Fly Killer

FLIES and MOSQUITOES
Clear all windows and screens in the rooms that you wish to clear. USE ANSOL in the form of spray or as dust. Hold the nozzle in the window or door and spray the room with the dust. Leave the room closed for at least ten minutes, then sweep up and burn the dead flies.

BED BUGS
Remove the mattress and sweep all the cracks, crevices and hiding places in the room with ANSOL. Spray the mattress on both sides! Spray ANSOL into the folds and tufts. Spray all the crevices in the floor and "upholstering" as well as cracks in the walls and ceiling. Repeat the operation if found necessary.

ANTS
Ants are found in cupboards and refrigerators where they leave regular "trails" or "lines" of food. Spray through the walls, as well as around "holes" and "tunnels" with ANSOL.

ROACHES and WATERBUGS
Spray liberally with ANSOL around sinks, tubs, water-closets and other places where these insects may hide. After a few days sweep again with ANSOL so as to kill those that have come and gone before. Destroy their breeding grounds by spraying the drains and traps. Repeat the operation in the laundry and other drains on the premises.

MOTHS and LARVAE
Thoroughly brush all clothing, carpets, rugs and other materials. Spray with ANSOL on all sides, then spray the closet or other places where the material is stored. Care should be exercised that the operator is held about two feet away from the garments. In spraying rugs be sure that all the seams on both sides and folds are treated.

FLEAS
Remove all eggs, nits and larvae and clean them thoroughly. Spray floors, bookshelves and other hiding places with ANSOL. Keep rooms closed for 24 hours.

Important
Keep ANSOL away from food and keep containers closed when not used. Always use a good sprayer that throws a fine mist. Never use ANSOL by sprinkling from the can.

As World War II exploded onto the world landscape and settled into everyone's way of life in the late 30's, Anderson entered into new product categories and market niches. Products based on a greater complexity of formulation were brought on line like **FoMite**. It was a "four star cleaner" that could be used for dishwashing, laundry, environmental, as well as dairy farm & plant cleaning and became Anderson's new "signature product".



It was during this time that we started to see the transition to the next generation of the Anderson family after over 30 years with Alfred solely at the helm. Bruce, his second son, came in 1943, while Alfred Jr. the eldest, followed in 1946. The third son Boyd came back in 1949. Alfred's two daughters, Bonnie and Donna, helped out at the creamery and "**The Chemical**" as well during their high school and college days.

Alfred Jr. and Boyd each worked for their father for a couple of years, but then moved on to the careers that would employ them for the remainder of their working lives. Alfred, a mechanical engineer, incorporated the A.A. Anderson pump company, still in business today. Boyd started a couple of businesses; one a woolen batting company and the other a children's retail clothing store. It was Bruce though, who had shown a strong early interest in the company (...he wanted to purchase Anderson stock at age 12!), who would take the mantle of Anderson Chemical management in the mid to late 40's and guide the company for the next three decades. He had graduated from the University of Minnesota with a business degree in 1940 and worked three years for the blue chip giant Goodyear Tire Co. He helped his father Alfred with both of the companies, but it appears his heart was with "**The Chemical**". By 1950 the creamery was finally closed down and the building used as the main office and headquarters of Anderson Chemical Company. It would hold that status for the next 50 years.



Alfred, after five successful decades in the dairy and chemical business, serving as alderman and mayor of Litchfield and being one of the visionaries who spearheaded rural electrification of Meeker County (...the first county to have rural electricity in the upper Midwest!), passed away in 1952 at the age of 70. His wonderful legacy is well documented by his grandson, Stephen Everett Dille, in his fine biography. Alfred Anderson, Swedish immigrant, founder of Anderson Chemical Company, had indeed lived the American Dream for almost six decades in his adopted home of Litchfield Minnesota. It was a life well lived.

Anderson Chemical Company

Litchfield, Minnesota

1948... New offices opened in renovated creamery



1952... Anderson begins its own long haul transportation system



1940

1950

1960

1930



1925... Original production facility on West 2nd Street purchased

1920



1911... Alfred Anderson starts Anderson Chemical Company by selling cleaning products to the Dairy Industry

1910



1943... 2nd generation, Bruce Anderson, enters company



1955... Anderson begins marketing institutional laundry, warewashing & housekeeping products

History

2011... 100 Year Anniversary



2010

2000... New Office & R&D Building constructed



2000

1979... New 40,000 sq. ft. warehouse facility



1990



1996... The INTEGRA System® is introduced to the Institutional Market



1970

1980

1974... Anderson's 3rd generation enters company (Bruce, Terry, Leif, Lindsay and Brett)

1988... Anderson transitions from direct sales to distributors in the Institutional Product Division



1969... New 26,000 sq. ft. production facility constructed. Water treatment product line developed and marketed

Since 1911

After closing the creamery in 1950, one of Bruce's first strategic projects was to invest in a long haul transportation system. In 1952 he purchased a "14 wheeler" (GMC tractor and Highway trailer), which could haul produce to the east coast (...primarily eggs), and backhaul chemical raw materials used in Anderson formulas. This system expanded over the years to several 18



wheelers including 10 dry vans and 5 specialized stainless steel, 3 compartment, bulk tankers. In the mid 80's, the highly professional and talented mechanics on staff would even build 6 tractors "from kits" at considerable savings to the company. **Anson**, as Bruce incorporated it, was a separate business entity. It had come a long way from Alfred's first Model-T panel truck (a "woody"), to the grand fleet of vans & tankers some 100 years later (...which even won a national graphics design award).



(a "woody"), to the grand fleet of vans & tankers some 100 years later (...which even won a national graphics design award).

The 50's, with Bruce at the controls, saw further market expansion and product line development. Alfred had introduced a few laundry, dishwashing, and house-keeping products over the years to his dairy farm and creamery customers. They were sold as a "one stop shopping convenience" along with his primary line of farm and plant cleaners. He had not really made an active effort to enter the very large institutional arena of healthcare facilities, schools and hospitality businesses. This national market was the primary commercial user of laundry, dishwashing and house-keeping products and was a natural extension of the cleaners and sanitizers he'd manufactured for some 40 years. Bruce started to extend this line of products with such new product offerings as Scanadol, a

fine all around laundry detergent. He also continued the creative marketing of his father by introducing such new names for his insecticide line as "Flyga Kvist" (Swedish for fly killer!) and good old "Bug Minus", which brought a few chuckles to the farm patrons throughout the five state area.



It was also at this time that the old work horse products of the dairy industry were given new challenges in other food processing markets such as bakeries and egg & poultry processing plants. This first full decade after the war was a time of cultural transition and innovation for the entire country and this new spirit did not bypass Anderson Chemical. From rock 'n roll to rockets in space, we'd entered a new era of high technology that would soon take us to the moon!

As “the chemical” grew, so did the fleet of the Anson Company. For the first half of the 20th century powdered products in large drums were the mode of sale, with liquids representing a small share of the product volume. But that was all about to change...and change in a big way. In the mid to late 50’s, liquid cleaners, both alkalis and acids, started to make their appearance in 55 gallon drums. As dairy plants grew in size to add efficiency, as well as sophistication of process, so did the need for greater quantities of cleaners. Though the concept of full tanker bulk loads had been around for several years for the very largest of operations, the idea of a multi compartment bulk tanker for the delivery of up to three different liquid products for medium sized plants was novel. Bruce purchased Anson’s first “three barrel” (three compartment) stainless steel tanker in 1961. This acquisition revolutionized the concept of bulk and made “less than truckload” deliveries to a far greater segment of the dairy and food processing markets available for the first time! Today, some five decades down the road, it remains a vital part of Anderson’s competitive advantage .



The 60’s and 70’s saw the steady growth of the food processing and institutional divisions with sales throughout the upper midwest. Alfred’s old creamery was still serving as the main



office and would continue to do so for three more decades ...but not alone. Bruce, in 1964, had purchased the old 1880 Litchfield fire hall, which sat directly adjacent to the west. It would provide much needed office space for the growing enterprise until a new office could be built.

In 1969 Bruce built a fine new 26,000 sq. ft. production and warehouse facility on property he had purchased on the east side of Litchfield. The old plant on West 2nd St., which had served the company well for almost 45 years, was then sold.



During the 60's Bruce brought a "seasonal" product line on board ... swimming pool chemicals. For a couple of decades it provided a reasonable diversification to the established product lines, and was in one sense a modest pioneer to the classical water treatment division that was to come just over the horizon. In 1969 he acquired the A.C. Beck Co., a small industrial water treatment operation on the north side of Minneapolis. This was the third major market Anderson had entered in its first 58 years and was to prove to be a "natural complement" to the two primary divisions. After all, 99% of most cleaning solutions at use level are...water! And almost every food processing plant & institution had some type of water treatment application in their operation, whether it was boilers, cooling towers or a waste water process.

Along with the growing number of divisional proprietary products, the company also sold such commodities as flake and liquid calcium chloride. This first cousin to table salt (...sodium chloride), was used for dust control on gravel roads in the summer and ice control on all driving surfaces in the winter. This excellent period of market exploration and expansion brought to a close the dynamic second generation efforts of Bruce, as he passed away in 1977 after some 30 plus years at the helm of the company. It was another good era for Anderson Chemical Company.

The third generation of Andersons entered the history of the 66 year old company in 1974, when Lindsay, Bruce's fourth son, returned home from college. Terry, Leif and Bruce Jr. were to follow successively over the next five years, with Terry being named president in 1976. He would lead the company into the 21st century over the next 34 years. The youngest brother, Brett, was to follow his four older brothers' footsteps and join the company in 1994.

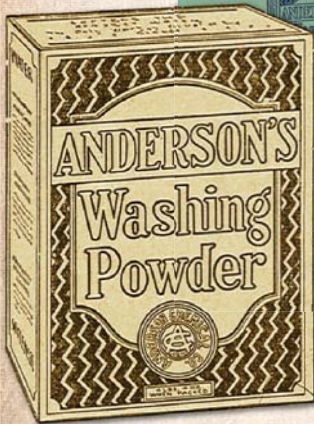
Like the two generations before them, this generation has seen considerable innovation and change during its ongoing era of management. A 40,000 sq. ft. warehouse addition was completed in 1979. This allowed the plant to convert warehouse space to manufacturing activity. A smaller 4th division, "private label/contract packaging", was added during the mid 80's to better utilize the excess manufacturing capacity of the now 66,000 sq. ft. facility.



ANDERSON'S



c. '10s to '30s

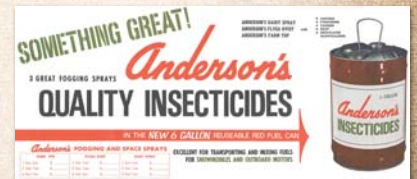


The "Anderson Look"

Through The Years

Anderson's

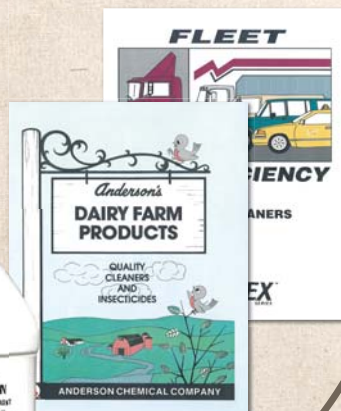
c. '40s to '50s



c. '60s to '80s



ANDERSON



ANDERSON

Just The Right Chemistry.®

c. '90s to present



The 35 year old institutional division saw a quantum change during the late 80's. Traditionally a "direct sales" market for Anderson, it became apparent that to remain competitive in the future marketplace, a new sales approach was necessary. It was decided to transition to a "distributor sales model" in 1987. With this watershed decision, the seeds were sown for the dynamic INTEGRA® Program down the road in 1996. Today, at the 100 year mark, its marketing reach is now nearing full coverage of the continental United States, with some activity internationally.



The start of the 21st century brought the long envisioned construction of a new headquarters and R&D building on Anderson's east Litchfield campus. This 16,000 sq. ft. structure lies just to the west of the manufacturing plant/warehouse and equipment services/training



center/transportation facility. This new structure brought to a close the physical connection with the Alfred Anderson era, as the old creamery and firehall office complex was donated to the city of Litchfield in 2001. It had served as the headquarters of Anderson Chemical Company for over 50 years.

As we look down the road to the next 100 years, the 4th generation is starting to enter Anderson employment. Their talents, education and energy will be critical to the company's dynamism and competitiveness in the years ahead in an ever more challenging marketplace. Bringing on family sends a strong message of future stability and continuity to the company's many fine employees, customers and suppliers as well as to the local community. The celebration of the family company that Alfred Anderson founded a century ago is a way of saying "thank you" to a young Swedish immigrant and his son. Both lived the American Dream with passion and success, and then passed it on to their heritage.

"Thank you GRANDPA and DAD for all you've done for us
... we are all blessed indeed."

* Much of the content of this brief history of Anderson Chemical Company has been based on and quoted from the biography of "Alfred Anderson" by permission of author Stephen Everett Dille.



Bruce Anderson

President

1946 - 1976



Since 1911

ANDERSON CHEMICAL COMPANY
325 South Davis Avenue
Litchfield, MN 55355