

16,000 Farmers Sell Milk to Toledo Firm

Page Dairy Co. Grows in 14 Years From Small Concern To One Operating in Several States

EDITOR'S NOTE: Toledo will observe Achievement week and Forward Movement week May 22 to June 1. Any such occasion must necessarily focus attention on the things that go to make Toledo the great city it is. So, The News-Bee is printing a series of articles, written by Charles T. Lucey, on the Romance of Toledo Industries. This is the 12th article of the series.

By CHARLES T. LUCEY.

A COLLIE, shaggy, unkempt, beats impatiently down a path. A few rods behind, trudging slowly, follows a man. There was a day back of the plow, hard work, and now only the chores ahead.

Gates, long wooden bars, come down with a clatter. Cows rub side by side as Jerseys and Holsteins file thru a runway, into a barn. It is night.

An engine coughs spasmodically and milking machines begin their gasping tuck of an hour.

It is the first step. Production of the milk, which thru the Page Dairy Co. supplies Toledo and surrounding territory, is under way.

SIXTEEN thousand dairymen in Ohio, Michigan and Indiana contribute milk twice a day to this Toledo concern.

Henry Page is the figure behind the Page Dairy Co. He organized the firm in 1913 and built its first plant on Wade-st., opening for business Jan. 1, 1914.

Operations at first were confined to the manufacture of butter. Later the company took up manufacture of ice cream and distribution of milk and cream, all on a wholesale basis.

In five years, the business had outgrown the Toledo plant and it was enlarged to double its size, and facilities for again doubling capacity were supplied in 1923.

PLANT after plant was added to the company's holdings as business increased. A condensing plant was built in 1917 at Whitehouse, O., and in 1919 another was built at Bluffton, O. A third condensing plant, at Weston, Mich., was built in 1923. These plants ship condensed milk to nearly every state in the union. Still another plant, used exclusively for butter production, was built in Mansfield, O.

A central garage building was built in Toledo, to house the company's trucks. In 1926, cold storage and warehouse additions were built, facilities provided to load and unload four cars at a time, and other improvements made.

Fifty thousand bottles of milk and cream are distributed each day from the Page plant. Capacity for double this production has been provided. Most modern machinery dominates Page production and allows greater output with less effort.

BOTTLING machines, filling and capping thousands of bottles, do the work of many men, silently, systematically. Everything is san-

itary, cleanliness a requisite in the handling of every product.

The Page plant of today has a capacity for making 80 tons of ice a day. Facilities are provided for the manufacture of 20,000 pounds of butter daily, and for 8000 to 10,000 gallons of ice cream. The company is one of the largest manufacturers of ice cream.

Two hundred persons are employed in the Toledo Page plant, and half again as many in nearby towns. In the large garage which has been built, the fleet of Page salesmen cars and trucks is kept in constant readiness for service.

The Page Dairy Co. has grown from a company with \$100,000 capital to a \$1,000,000 corporation. Policies of business have not been changed, operation is in the wholesale field.

Henry Page, founder of the company, is the president. Stephen Brophy is secretary and Samuel Epler, general superintendent.

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Page Dairy Ad In Blade Gets National Recognition

An advertisement by the Page Dairy Co., which appeared in The Blade recently, has won national recognition from Printers Ink magazine. In reproducing the ad, the magazine cited it as an example of "striking, readable" newspaper advertising. The ad is the first in a series Page has planned for its skim milk product.

Earlier this year, the same magazine also cited Page advertising in The Blade introducing a new milk. The ads were prepared by the Barton Alexander agency.

Blade 9-18-33

Microfilmed

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