

Examiner Denies JUL 19 1952 Dismissal Move By Page Dairy

Hearing Justified On Testimony Basis, FTC Official Rules

A Federal Trade Commission examiner yesterday afternoon refused to throw out the FTC's complaint against the Page Dairy Co., alleging price discrimination in the sale of homogenized milk in several south central Michigan and northeastern Indiana communities.

The denial came after the FTC rested its case in a 4-day hearing in the Federal Bldg. The hearing will resume Sept. 24 when Page will present its side of the case.

Dismissal Motion Offered

The motion to dismiss the complaint was made by Robert B. Gosline, an attorney for the Toledo concern. Examiner William L. Pack ruled that testimony heard this week from several dairy operators who compete with Page in the so-called Angola, Ind., district sufficiently supported the complaint to require Page to offer a defense.

In its complaint the FTC charged that Page sold homogenized milk at a lower price in Michigan and Indiana communities than in Toledo. Mr. Gosline contended yesterday that territorial pricing was customary among dairies. He said testimony from the FTC witness substantiated this view.

Other Firms Cited

Mr. Pack also rejected a motion by Mr. Gosline that Lee Campbell and the Sunrise Dairy, and Herman Wilson and Gaycrest, Crone, Inc., all of Angola, be named parties in the Page case. The examiner held that he had no authority to do so, pointing that such action was only within the jurisdiction of the commission.

The Page attorney pointed out that both Mr. Campbell and Mr. Wilson admitted that they processed milk in Angola and sold it in Coldwater, Mich., at a lower price than they received in Angola.

The concluding witness called by William H. Smith, FTC attorney, was Mr. Wilson, who testified that it was necessary for his dairy firm to form a corporation to combat Page competition. He said a Fort Wayne, Ind., dairy held interest in the corporation.

Page Dairy Appoints
New Sales Manager
JUL 22 1952

Appointment of James Curie, 1006 Woodsdale Ave., as sales manager of the Page Dairy Co.'s milk division was announced today by Henry A. Page, president.



James Curie succeeds the late Carl D. Knisely. He has been associated with the company for the past six years working in both the milk and ice cream divisions. Before that he was in merchandising with Sears, Roebuck & Co.

Page Dairy To Honor
25-Year Employees
DEC 24 1952

Five employees of the Page Dairy Co. were due today to receive gold watches from Henry A. Page, Jr., president, in recognition of their completion of 25 years of service with the company. Inscribed on the watches will be "Twenty-five years of loyalty, in memory of Henry A. Page, Dec. 25, '27" who founded the company.

Receiving the watches will be Daniel Hoffman, 112 Eastern Ave.; Garnet W. Jordan, 827 Turner Ave.; Melvin I. Beck, 1325 Erie St.; Ralph C. Taylor, 944 McKinley St., and Elmer J. Good, 1433 Bell St.

New Enriched Milk To Be Introduced OCT 12 1952

Page Will Market Fortified Product

Page Dairy Co. tomorrow will introduce throughout the Toledo trading area a new vitamin and mineral fortified milk that is said to provide nearly 100 per cent of an adult's minimum food requirements, Henry A. Page, Jr., president, announced yesterday.

The dairy company formerly marketed a vitamin D enriched milk, but the new product, to be known as Crest Quality, will contain soluble vitamins A, B1, B2, D, niacin, calcium, phosphorous, iron and iodine, Mr. Page said.

The new milk will cost the same as the former Vitamin D milk and a skimmed milk companion product will cost 5 cents less a quart. Both will also be available in half-gallon packages.

James Curie is sales manager of Page's dairy milk division.