Supreme Court of the United States

In the Matter of:

Docket No. 27

UNITED STATES OF AMERICA,

Appellant,

Vs.

CONTAINER CORPORATION OF AMERICA, et al.

Appellees.

Duplication or copying of this transcript by photographic, electrostatic or other facsimile means is prohibited under the order form agreement.

Place Washington, D. C.

Date November 18, 1968

ALDERSON REPORTING COMPANY, INC.

300 Seventh Street, S. W. Washington, D. C.

NA 8-2345

| TABLE | OF CONTENTS | |
|---|-------------|------|
| ORAL ARGUMENT OF: | | PAGE |
| Edwin M. Zimmerman, Esq., on behalf of Appellant | | 2 |
| Whitney North Seymour, Esq., behalf of Appellees | on | 24 |
| | | |
| epo edo | | |
| | | |
| | | |
| | | |

(1020

9 9

2.0

IN THE SUPREME COURT OF THE UNITED STATES

October Term, 1968

UNITED STATES OF AMERICA,

Appellant,

vs. : No. 27

CONTAINER CORPORATION OF AMERICA, et al., :

Appellees.

Washington, D. C. Monday, November 18, 1968.

The above-entitled matter came on for argument at 11:20 a.m.

BEFORE:

trait.

EARL WARREN, Chief Justice
HUGO L. BLACK, Associate Justice
WILLIAM O. DOUGLAS, Associate Justice
JOHN M. HARLAN, Associate Justice
WILLIAM J. BRENNAN, JR., Associate Justice
POTTER STEWART, Associate Justice
BYRON R. WHITE, Associate Justice
ABE FORTAS, Associate Justice
THURGOOD MARSHALL, Associate Justice

APPEARANCES:

EDWIN M. ZIMMERMAN, Esq.
Assistant Attorney General
Department of Justice
Counsel for appellant

WHITNEY NORTH SEYMOUR, Esq.
120 Broadway
New York, New York 10005
Counsel for appellees

PROCEEDINGS

MR. CHIEF JUSTICE WARREN: No. 27, United States versus Container Corporation of America, et al.

THE CLERK: Counsel are present.

Special

G

2 4

MR. CHIEF JUSTICE WARREN: Mr. Zimmerman, you may proceed.

ORAL ARGUMENT OF EDWIN M. ZIMMERMAN, ESQ.
ON BEHALF OF APPELLANT

MR. ZIMMERMAN: Mr. Chief Justice, and may it please the court, this case is on appeal from the United States

District Court for the Middle District of North Carolina.

In 1963 the United States filed a civil complaint under Section I of the Sherman Act alleging that at least since 1955 the defendant companies engaged in the business of selling corrugated containers in the Southeastern United States, unlawfully combined to exchange among themselves information as to prices they charged or quoted specific customers for the purpose and with the effect of restricting price competition.

The case was submitted to the District Court for decision on the basis of proposed findings, many of which were agreed to, as well as on the basis of extensive depositions taken by the plaintiff of various officers of the defendant, and of exhibits introduced by both parties.

The United States asserted the evidence as to the defendant's course of conduct of the eight-year period compelled the conclusion that a combination existed whereby defendants furnished to one another upon request, information as to the

most recent price or current quotes any member of the group was offering to a specific customer.

The United States also asserted that, under the facts of this case, such a combination was unlawful because it had the purpose and necessary effect of restricting price competition.

The District Court handed down its decision on

August 31, 1967. It dismissed the Government's complaint with

prejudice, and we accordingly appealed to this court. In brief

the District Court concluded that no combination for the

furnishing of specific price information was proven. It further

found that even with such a combination, it was not unlawful

since there was no further agreement among the defendants to

use the exchange price information to maintain prices or

minimize price reductions.

We believe the District Court was wrong, as a matter of law, in not finding that a combination existed, and that it also applied an erroneous legal standard to the question of the legality of the combination.

The agreed upon facts described the corrugated container industry in the Southeastern part of the United States does over \$100 million worth of business each year. There is some 10,000 purchases of corrugated containers in this region.

The group of 18 defendants in this case account for 90 percent of the shipments, as defendants' brief points out the four largest defendants account for 45 percent of the

business. It is also the fact that the six largest defendants account for almost 60 percent of the business.

was also limited by such considerations as the geographic proximity of the buyer to the seller's plant, and the suitability of the seller's equipment, and the attractiveness of the order, and the particular product mix then being manufactured.

The business is essentially a custom order one, with each purchaser indicating the particular specifications of its box requirements. The buyers do not carry inventories, and they must buy for immediate needs.

Price is the consideration which determines to whom a buyer gives its business, since there were no quality differences among the products offered by the sellers. A box made to a particular specification is identical to any other seller's box. The industry throughout the period was characterized by chronic over-capacity.

The court found that as to each defendant that when it considered it necessary to ascertain from a defendant competitor the most recent price to a specific customer or when to ascertain the accuracy of a customer's report of another competitor's price that information was usually requested from the competitor then supplying the customer.

The court also found as to each defendant that when

such a request for information as to the most recent price to a specific customer was received that information usually was furnished and it was accurate.

Son Good

16.

After receipt of the information each company was free to do with it what it wished although the findings again show and I cite Finding 28 that "In the majority of instances the recipient quoted or charged substantially the same price as the price given by its competitor in response to its request,"

This interchange was engaged in throughout the eightyear period except when, for brief periods, four defendants went as one witness put it, "off the air".

In such cases, the defendants would neither give nor request the price information.

Q Mr. Zimmerman, does the evidence show a uniformity of prices throughout the industry?

A No, it does not, Mr. Justice Harlan, and I think this would enable me to clarify what this case is not about, because it is not about that.

For one thing, this case is not about an express agreement. It is about a combination which is revealed by a persistent course of conduct.

Secondly, it is not about a claim of specific price fixing, as for example the Government charged in the electrical price conspiracy cases, where in submitting bids on custom-made equipment, as here, manufacturers were accused of conspiring as

to who would bid what price. It is not about that. We are claiming a combination that ameliorates the vigor of price competition, that inhibits it, that breaks it.

que que

2 500

To express the distinction as to the conduct, it was as though the electrical equipment manufacturers in submitting competing bids to public utilities on a custom-made machine, agreed among themselves in order to alleviate the perils of inadvertent price cuts that any time a prospective seller on a piece of business was uncertain as to what a competitor was bidding, that information would usually be accurately supplied by the competitor upon request, and the favor would be returned at some future point.

This is not a case that seeks to outlaw the availability of price information. The Trade Association in this case supplied its members with monthly price trend figures, and would weekly analyze price trend information computed for each defendant and that is not challenged by the Government.

Published pricing manuals existed, and those are not challenged by the Government. The defendants had available to them their own cost information, and their own record of prior pricing, and as the findings indicated, prior pricing to a customer tended to be carried forward unless there were significant cost changes or unless the market conditions altered, and purchases could reveal to competing bidders if they thought it improved competition the bids they had received.

Hence, this is not a case that challenges as illegal any acquisition of information needed for intelligent marketing decisions. It is a case which claims the defendants have through the combination, become too precise, too detailed, too knowledgeable about specific plans of each other and it is this precision that inhibits price competition, a conclusion verified in this case by uncontroverted deposition evidence that the parties to the information exchanged regarded it as assurance against unnecessary price cuts.

Finally, Mr. Justice Harlan, we do not claim that the agreement froze prices. This industry, according to the findings, has throughout the period in question been characterized by over-capacity, a condition which ordinarily makes for a vigorous price competition, that works to adjust capacity to demand.

and business shifted is not as significant as the uncontroverted fact that despite the chronic over-capacity new entrants were attracted to the market, an indication that market competition was not doing its job of balancing capacity and demand.

My task is to persuade you that the course of conduct of the eight-year period evidences a combination, and that this combination is illegal. Because I do not read defendant's brief as showing much heart for the proposition that a

combination did not exist.

Contract of

21-

Q Perhaps I missed the point of something that you said just a moment ago, the fact that there were new entries into this business, into the production of fiber-board boxes, this helps your case, you say?

A Yes, the fact that there was extensive new entry despite the fact of chronic over-capacity indicates that something is wrong in the pricing. If you had competitive pricing, typically over-capacity would lead to depression of profit and less attractiveness for new entrants into the business.

In our judgment the fact that you have new entry despite the chronic over-capacity suggests that something isn't working.

Q It is a sort of a conspiracy that promotes competition in?

A I beg your pardon?

Q It is a sort of conspiracy that promotes competition?

A Competition, Mr. Justice Harlan, is intended to allocate resources most properly. It is intended to have people make informed decisions about when to leave the industry and when to build new capacity. That is why we are committed to it. And the fact that you get the distortion here suggests that competition has not been working.

Q Well, Mr. Zimmerman, it would be a good idea for you to tell us precisely what it is that you complain of.

I have all of these things that you are not complaining of, and it makes me feel pretty comfortable. Now, what is it that you don't like?

A Mr. Justice Fortas, you and I are at the same point in my argument. The District Court stated that if a combination existed, it was not unlawful. It appeared to think that the critical question was whether the defendants had a further understanding to use the exchanged price information to inhibit competition.

The court found that each party made an individual decision as to pricing after receiving the information, and decided that no further agreement could be inferred. It therefore refused to consider the significance of uncontroverted evidence, which the court itself described as showing that most defendants felt that the price information was needed to maintain prices and minimize price competition that might otherwise exist.

And here is my point, Mr. Justice Fortas.

We did not claim that in addition to the information exchanged, you needed a further agreement on how to use the information. The proposition we advanced to the court is that when a group of sellers who account for by far the dominant share of the market combined to meet or call one another when

there was a substantial doubt as to what some member of the group may be bidding on a particular piece of business, and when they were motivated to such a combination by their concern that failure to have such complete and precise information could lead to price cutting — even though each party walks away from the meeting with a nominal freedom to charge as he pleases, the necessary effect of a laying the doubts and resolving the uncertanties in this context is to mitigate price competition.

of course, if they had the further agreement as to specific prices, the arrangement would be blatantly and criminally unlawful, but under the circumstances a further agreement is not necessary, unless this be regarded as novel doctrine I refer you to this court's decision in American Column, 257 U.S., at 399, the court again in an information exchange agreement noted that there was the absence of a further agreement as to pricing.

Q I thought I had an understanding of this case but I must have been wrong. Were there meetings here of these people?

A There were occasional meetings. Most of the exchanges were by telephone, or by oral contact.

Q I thought so.

A Yes. There were occasional meetings, but it doesn't make any difference whether they meet or whether they

meet over the telephone.

Q Maybe it doesn't and maybe it does. But you say mostly it was a matter of telephoning, ---

- A Yes.
- Q And occasionally there were meetings?
- A There was communication.
- Q Were these meetings under the auspices of a Trade Association, or pursuant to agreement, or what are you referring to?

A We are talking about a course of conduct here, and in terms of the exchange of information this is simply a course of conduct in terms of the telephone calls and the occasional meetings which I suppose happened after Trade Association meetings ended. This was a course of conduct that tipified this industry over the eight-year period covered by the complaint, and apparently it preceded the complaint.

Q Your complaint is that at these meetings or in these telephone conversations --

- A In the telephone calls, yes.
- Q -- when a competitor or one member of the industry, one member would tell another what it had charged a particular customer?

A No, it is more complicated than that. A competitor would ask the other competitor, "What is your price to 'X' whom you are now supplying?"

Q What does that mean, what has been your price?

A No, it includes -- there are two types of price information generally that were supplied. The last quoted price or a current quote, it varied from competitor to competitor, but the point is that the information requested was readily understood as indicating the current price. Certainly a current quote indicates the current price. The last sale quote in this industry is a very good indication of the current price, because of the finding, that there was a persistency of prior prices. If a company had been supplying a customer at a given price, it typically, barring certain changes in the industry, would requote that price.

So that this information, when exchanged, was meaningful to the parties asking it.

- Q Did this go beyond the 1940 consent decree?
- A Yes, the 1940 consent decree was not a permissive decree, but the 1940 consent decree spoke of past prices, and in this respect I think it went beyond the Section 3 of the 1940 consent decree.
- Q That decree did permit, what was it, seven of the -- no nine of the defendants here?
- A I believe eight defendants gave only their most recent price rather than a current quote, but as I indicate that most recent price is readily translatable, and, of course, that decree didn't permit, it simply indicated its limitations.

1 Q To the extent that it did, you are charging
2 communication of the most recent price?
3 A Yes.
Q And then you are charging them with doing

Q And then you are charging them with doing something that was expressly permitted by the consent decree, these particular defendants?

A As the court below points out the consent decree does not repeal the anti-trust laws. It simply indicated what the limitations of that decree were.

Q But the consent decree does something, doesn't it?

A Well, it was limited -- designed to limit the Trade Association here to the activities permitted by Maple Flooring, and indeed that is what they did. They exchanged all of the information that Maple Flooring permitted them to. The Association did that.

 Ω You are saying that they did something beyond, Maple Flooring, something beyond the exchange of information?

A Exchange of information as to past and closed transactions.

- Q You say they did something beyond that?
- A Yes.
 - Q Did it go as far ---
 - A It included current information.
 - Q -- as to what they were going to charge?

A In the case of some defendants we have explicit evidence that they gave current quotes, that they now have to a purchaser.

In the case of the closed quotes, the practice in this industry was such that this could be readily assumed to give a very good indication of what the next quote would be.

Now I think that the court below failed to look at the uncontroverted deposition evidence, because it misconceives the teachings of the prior cases. The prior cases don't say that you need an additional agreement. The prior cases say that the additional agreement can be the missing link, and I quote the American Column, the missing link the absence of the agreement on how to use the prices supplied by the disposition of men to follow their most intelligent competitors. It is to make the most money possible, and by the system of reports which makes discovery of price reductions inevitable and immediate.

To illustrate what the uncontroverted deposition evidence indicated, I would like to refer you to page 32 of our brief, where we have the following colloquy:

"Q Were you ever requested for information by the same competitors?

"A Yes, sir.

"Q What would you do on these occasions?

"A We would give them the information, Mr. Bernstein.

If I am selling a box for \$1 and I don't give you the information, you got to guess at my price, and I don't want you guessing 68 cents of my dollar price. If you are going to cut it, I would rather you cut it a penny, to 99, and don't make me look like an idiot, that is why Dixie Container gives prices "

Other officials testified that the exchange of information prevented destructive price competition, avoided the necessity of pricing as low as he was willing to go.

The District Court erroneously, because it insisted on a further agreement, ignored this evidence. But even if we didn't have this evidence, we think that the necessary affect here where you have information requested at times of uncertainty by members of a relatively small group of sellers, six of whom did almost 60 percent of the business, under circumstances where self-interest would dictate minimization of the rigors of price competition, and where the buyer's demand was fixed, we think that under such a situation so long as pricing was clearly visible to one another, so long as any uncertainty was avoided, it would not pay anyone substantially to cut prices, since the others could know of and match the cut, and the share of the business would be apt to remain the same at a lower profit.

The individual self-interest of each participant could be relied upon to mitigate competition. Once the combination to exchange information was in effect, and predictably, and

this is important, evidence showed and the court found that in the majority of instances the recipient of the information in fact quoted substantially the same price it had received.

d di

The District Court stresses the fact that the information exchanged was for the purpose of enabling informed marketing decisions, but the court treats informed decision making with an undiscriminating reverence, dand linseed oil and American Column shows the dangers of over-specificity on current prices.

The point is that but for the information exchanged, occasions would have arisen when the defendants would have been slightly in the dark as to how low they would have to bid. These are the occasion when the buyers determined it is not in their self-interest to educate the bidders as to the precise state of the competition.

On those occasions, but for the combination, the competitors would have consulted their own costs and the extensive general price information available to them, and submitted a price that warranted them a profit.

Defendants argue that without the information they may have bid too high but they had a good idea of the level of prices, and if they bid too high the buyer would probably tell them and in fact the court found that many buyers gave high bidders a second chance to meet the low price.

It is not in the buyer's interest by being silent to

induce high price. He is interested in inducing low prices.

Indeed, if a want of specific information, a serious risk existed that the uninformed seller would bid too high, one wonders why each competitor assisted his colleague to avoid such a mistake.

and a

Q I am sorry to interrupt you again, but would you tell us just what information, if any, as to price, you believe that these companies could lawfully exchange and what information they could not and as to the exchange of which you are here complaining?

A Very simply, Mr. Justice Fortas, they could and did exchange through their Trade Association information as to past pricing behavior in the industry.

Q I don't understand that. What does that mean?

Does thatmean past prices?

A At every ten days they would compute what the prices had been?

Q Average prices?

A Average prices, the previous week, average prices with some breakdown according to region, and some breakdown according to type of box.

Q And you distinguish between that and prices to individual customers, is that your point?

A Yes, I distinguish between that and prices to individual customers.

Secondly, they could receive from the buyers, information as to what their competitors were selling, if the buyer wanted to give it to them. We have no objection to that.

Thirdly, they could publish to the world their price lists and we have no objection to that, because price lists are general, and people can discount from price lists in specific cases.

It is when they call up to one another and agree upon the exchange of information as to the specific price to a specific customer.

Q I thought you said you weren't charging an agreement here?

A Yes, we are charging a combination to exchange information, an agreement to exchange information.

Q I thought you said deduce from a course of conduct?

A Yes, well one can deduce an agreement or a combination from a course of conduct.

Q I understand that. Are you charging an agreement or a course of conduct?

A We are charging a combination. The language of the complaint is a combination by agreement to exchange prices. That is the language ---

Q I agree.

A That is the language, or understanding.

Q And what you object to is that these prices were prices to individual customers in individualized transactions?

A And were current.

Q And were current instead of say 10-days old?

A Right. Current, either because they were current quotes, or current because they were last sale transactions which in the context of this particular industry was a very good indication of what the seller who gave that information would next charge.

Now, we argue that the buyer would not ordinarily act against his self-interest and by remaining silent for sellers to bid too high, and we think that as this court has recognized, extensive and specific information on current price is available to a relatively small group of sellers, buying for the same market, will result in mitigation of competition.

The agreement here, the combination, the understanding, evidenced by the course of conduct over eight years and before, can be understood by a seller's desire to avoid the possibility that his opponent if kept in the dark may come in at a lower price, and again I note the explicit testimony, which revealed this, and which I referred to earlier, and the court's finding that in most cases, in fact upon receiving information, the recipient quoted the same price as the

price furnished.

9 9

I would like to turn for a moment to the question of whether there was a combination.

The court below seemed to think that this could be regarded as unilateral conduct, as in theater enterprises.

But we are not dealing with unilateral conduct such as a refusal to deal. There were two parties to each request, and each answer.

Furthermore, the District Court itself referred to an implied understanding that by giving the information one gets the right to request the information and indeed I read appellee's brief, on page 13, to concede that.

Hence, the conduct is not only bilateral, joint, it is interdependent, one simply doesn't do that without reliance on what the others are doing. This is evidenced by the fact that when a company went off the air, it went off the air both ways. It didn't continue furnishing information. It neither furnished nor requested information.

The District Court was also mislead by the fact that requests varied in frequency, that information was supplied in different forms, and that defendants retained the freedom to stop furnishing information. The variations in frequency merely meant that the agreement worked when it had to; namely, in those occasions when there was uncertainty.

That is where the buyer wasn't talking or wasn't

being accurate. The different forms of the information, as I tried to explain to you, Mr. Justice Fortas, did not make very much difference because with the manuals that existed here, and with the practices of the trade, the information was readily translatable, and we can't assume that the parties here were engaged in a useless exchange of stale information.

Finally, the fact that each company maintained its freedom to furnish information was another way of stating that it retained the right to depart and go off the air. The fact that they usually furnished information rather than always furnish information does not mean that there was not a course of conduct here.

Such usual conduct over an eight-year period is evidence enough of a combination, even the most explicitly conceived of conspiracy does not operate to perfection.

Thank you.

Q Mr. Zimmerman, as I understood you earlier in the argument, you took the position that the history of over-production in this industry, and the history of new entries into it, somehow helped to establish your case in this specific restraint of trade?

- A We are not relying on it, Mr. Justice Stewart.
- Q I thought you were.
- A No, I was saying that it confirms. We are arguing that the necessary effect here is to inhibit price

competition.

Q Is in restraint of trade?

A Yes, ---

Q The new entry and the over-production. Now how about the history of constantly lowered prices?

A To be expected when you have over-capacity, but the point is that the adjustment isn't being made properly.

Q I don't quite understand how that -- it may be too bad, but how does it establish a restraint of trade?

A You establish a restraint of trade in this type of case when you assume that the necessary effect -- look, the purpose of this if you accept the Government's view, was to avoid unnecessary price cutting, inadvertent price cutting due to ignorance of what the buyer is getting.

They, therefore, enter the combination, if you accept our view. The combination provides the precise information which avoids that uncertainty. We argue under those circumstances the necessary effect is to ameliorate, and not to end price competition.

There are many cases here in which the buyer would reveal the price, and there would be competition. There was ample price information to the parties, so that the economic forces at work would be working but the point is it was not working as it should have, and this is evidence, we think, although I am not relying on it, by the fact that you have

chronic over-capacity new entry.

Q Economically if the buyer reveals the price, or if another seller reveals the price?

A Because you deprive by having the sellers agree with one another that they will give the price if the buyer doesn't, and you will deprive the buyer in a situation where he probably needs it of a bargaining tool, which is namely silence.

That is the difference.

Q Thank you.

MR. CHIEF JUSTICE WARREN: Mr. Seymour, you may proceed.

5.40

9 4

ORAL ARGUMENT OF WHITNEY MORTH SEYMOUR, ESQ.

ON BEHALF OF APPELLEES

8 8

MR. SEYMOUR: Let me in the few minutes just try to summarize the situation as I see it as a result of Mr. Zimmerman's argument.

This case, all of the respondents have filed a common brief in this case because the question was common to all of them. The common denominator was that all of the defendants from time to time, when they couldn't get the information from their own records and they didn't trust the information when they got it from the buyer, would call up another manufacturer and ask him for his last price.

This was done by telephone and this is the universal practice which is challenged in this case, and the Government says, on that fact alone, and the speculation that people would not cut their prices any more than they had to, we have established a combination or violation of the law.

Now the meetings that counsel has talked about, as your Honors will find, are a few small trade gossip meetings involving three or four of the defendants, and not challenged as illegal and not part of this practice at all. They were just thrown in for color and the practice was, this telephoning practice, which I have referred to, now Mr. Zimmerman said that after they telephoned, the fellow who got the information was nominally free to go about his business.

It is stipulated and it is found that everyone of the prices fixed was fixed in the individual judgment of the seller, in his business judgment alone. He wasn't nominally free. He was free, and he exercised that freedom, and there is not a word of proof in this case that he was under any restraint or under any coercion.

Now I will come after recess to the precise manner of competition, and the fact that there was wholesale price cutting in this industry, and the prices went down, and the prices varied, and the people were taking away customers all of the time from other people and they were not nominally free, they were free.

That is the heart of it.

What is the Government really challenging here? The Government is really challenging the Maple Flooring decision under the guise of not challenging it by saying that when there is an exchange of price information or when there is price information furnished, and the word exchange is not an accurate one, because there wasn't an exchange here, each company sometimes called another company and got information, so in that sense there was an exchange.

What they are really saying is that such a practice, one not disapproved, not specifically disapproved in the consent decree which has been on the books for 28 years and which everybody has relied upon, that such a practice is now

per se unlawful, and that the court ought to so declare, because this case was tried on a stipulation, the findings were largely agreed to, and where the findings weren't agreed to they were based upon documents or other stipulation, and so the Government is coming in and asking the court somehow to review, not just ordinary findings of a District Court, but to sort of renegotiate the stipulation.

I submit that when your Honors look at the stipulation, and the findings, you will find that the conclusion that the District Court reached was inescapable on this record.

Now, if there is a case, some other case, in which there is supplying of price information, and some kind of an agreement as to the prices, some kind of a stabilizing of the prices, some kind of a uniformity of the prices none of which were present here, let them bring such a case, and give this court and the Trial Court the economic basis which this court has insisted in White Motors and others is essential if it is to expand the group of per se violations.

This is not a proper case for expansion.

So that is the summary of our position, and I will just say this in addition before the lunch recess, that this was a practice followed by the 18 defendants in this case, those in existence at the time of the consent decree by them and by their successors, large and small, and it was regarded as vital to their operation to know what the price alternatives

of buyers are. That is stipulated, and that is agreed, in the agreed findings. This is vital information, and it is stipulated as to each company that the company needed the information in order to compete.

This was a highly competitive business, as your Honors will see when you see the charge.

Q That would apply to everything to all of our economy, wouldn't it, Mr. Seymour, that they need price information or price information from your competitor is useful?

A Otherwise you are asked fire a cannon without knowing where the target is. And I submit that the idea that our great economy has been built by a balancing demand and supply into a position where it can't grow, shouldn't grow is a kind of fantastic approach to the problem.

MR. CHIEF JUSTICE WARREN: We will recess now.

(Whereupon, at 12 o'clock noon, the Court recessed, to reconvene at 12:30 p.m. the same day.)

AFTERNOON SESSION

Gas

(The oral argument in the above-entitled matter was resumed at 12:30 p.m.)

MR. CHIEF JUSTICE WARREN: Mr. Seymour, you may continue your argument.

ORAL ARGUMENT OF WHITNEY NORTH SEYMOUR, ESQ.

ON BEHALF OF APPELLEES (cont.)

MR. SEYMOUR: May it please the court: Perhaps just a little more on the nature of this industry.

As I think I said, this case challenges a trade practice which goes back to at least 1940, when the consent decree, which did not enjoin the dissemination of information on past transactions was entered, there are 18 of the 51 companies in the Southeastern part of the United States involved in the case.

The number of companies and the number of plants has grown, because the business of the customers has grown. There has been an enormous increase in the furniture business in the Southeast, and that is one of the main purposes of the use of these containers.

The containers are used to ship furniture, fruit, cigarettes and other things. While they are made to specifications, any one of the companies can make them. There is no published market. There are few published price lists, and therefore in order to get information to enable a company to

compete, it has to get it somewhere, and the court found that, and stipulated, that it was vital to have information about various alternatives, here, as elsewhere, and the usual method of getting information was to -- if the seller had sold the purchaser before, to look at his own record, and if not, ask the potential customer what he was buying for, and usually the customer supplied that information.

N

Obviously, it was to their advantage to do so, and if not that, then occasionally, and usually according to the findings where they had some doubt about information which was supplied by the customers, did the practice of telephoning and getting information from competitors.

But when the information was obtained from competitors, while the findings indicate that in a majority of
cases the new potential supplier would bid the same amount
that he understood was being bid by his competitors, if he
couldn't get the business that way, he would cut the price, and
if he cut the price, the old supplier would cut the price,
and it happened all the time.

The findings indicate that price competition was rife, that it was a highly competitive business, and that this practice of price-cutting went all the time, and I am going to show you some affirmative evidence, or tell you about some affirmative evidence before I get through.

Q Mr. Seymour?

NONES.

A Yes.

Q There are 18 defendants here, were there?

A Yes.

Q And those are the ones that constitute the 90 percent of the business?

A Yes.

Q Is this same arrangement open to the others, the other 53, and do they participate in the same thing as the 18?

A I can't answer that, but I have no reason to db out that it is. I don't know whether it is or not. The case was brought charging only these 18. Nobody ever inquired about others, but I can assume that an industry practice of this character is probably followed by everybody.

The consent decree was relied on by everybody, and probably the practice was followed by everybody, but I can't answer your Honor specifically.

I said before recess that this case was stipulated largely on stipulated facts, and I think it is important to realize that, because it is upon the stipulation and the agreed findings that the court below largely based its judgment.

And in this case Mr. Lewis Bernstein, who is here, handled the case for the Government in the lower court, and handled it in a very statesman like fashion. He is a very able and tough adversary.

The court urged the parties to try to get together on stipulations instead of taking the court's time with a lot of miscellaneous testimony and exhibits, and after Mr. Bernstein had deposed 34 representatives of the defendants, they proceeded to the stipulation table, and after some months there, the stipulations which are in this record were arrived at.

Tool D

I submit that it is not an occasion for looking into little fragments of the deposition, as Mr. Zimmerman did in one reference this morning and saying, "Well, look at this. Here the Government has stipulated the facts, the basic facts, the broad sweep of facts."

But I submit there is no occasion for the Court to have to revert to these depositions, but if you do, you will find as in most other depositions or testimony of 34 witnesses, that some say one thing and some say another, and it is out of the total of this that this stipulation was arrived at.

You can find a little fragment here or a little fragment there that will support almost anything, but you can't find any that would show there was any agreement on price, or that anybody was constrained as to what price he should charge and didn't have full freedom of action, and that, I submit is the key to it.

Q Mr. Seymour, I suppose that if there were price uniformity or price stability of this industry, that the fact

of the exchange of price information would be some evidence of a combination, in a conventional anti-trust figure?

Qua

G

y

A I have no doubt it would be pointed to as some evidence of that.

Q It could be relied on as some evidence of that.

Now the Government admits, as I understand it, that there is no indication of price stability here. What they say is, as I get it, is that there would have been more vigorous competition than if there had not been this exchange of information.

Is that your understanding of the theory?

A Mr. Zimmerman, if I understood him, said "If you assume the effects, you can establish the restraint," and that is the Government's case.

They assume, without any proof, that it has had this effect upon competition, and upon that assumption they say that it was a combination in the restraint of trade.

The trouble with it is, there is no such proof and so it is only a matter of assumption. Now, just on the fact of stipulation, one other thing which I think is significant, these stipulations were arrived at after the Government had a Grand Jury investigation, which did not result in an indictment, when they called many witnesses and had gotten thousands of documents, and we supplied, the defendant supplied the list of 10,000 customers, they apparently found no customer

dr 55 33

A.

5 6

Dy

8

9

10

12

13

14

16

17

18

19

21

22

23

24

25

who complained about this practice because no customer was ever called and there is no testimony or stipulation showing what a customer would testify on this subject.

And I submit that the case is not a proper one for the court to go behind the stipulations as if the parties had made different stipulations.

Q Mr. Seymour, did I understand Mr. Zimmerman to say that in addition to the stipulation, there was an agreement upon many of the findings of fact?

A Yes, if your Honor will look in Volume I ---

Q I notice here at page 483, there are 326 findings of fact.

A The agreed findings begin at page 55, and run on for 150 pages.

Q Those are the agreed findings?

A Those are the findings with an indication in the margin as to whether they were agreed or not agreed and the agreed findings are the basis for the Trial Court's findings, and those agreed findings, in turn, were based upon the underlying stipulation which is also in this record. There are several stipulations.

Q Did the District Court make some findings?

A Yes, if your Honor will look at that agreed set of findings, you will see some matters which are underlined, where the parties did not agree, and there, in some cases, the

court based its conclusion on the stipulation or documents of record, made independent findings.

The

But the critical findings, the dispositive findings, here, stem from the stipulation in the agreement, I think.

If your Honors will look at the sweep of those agreed findings, and the sweep of the practice of price competition and the need for this information and how it was used, you will see one other thing, which I ought to mention at this stage.

If a supplier had supplied the customer before, he could find out the price from looking at his own records, the price he charged.

Now, one did not always adhere to the same price, and he couldn't rely on the fact that another supplier would adhere to the same price, because it is also stipulated that if there were charges in costs, or in supply, or changes in specifications, those prices would not be adhered to.

So you cannot take it that, just because the price was charged once, that it will still be the same charge.

After the records of the supplier as a source, the supplier would then ask the customer and the customer would supply information, sometimes information which the supplier doubted, but usually supplied information.

The important part of this is that it didn't make the slightest difference where the information was obtained as

exactly the same way in seeking further business whether he got the information from his records or from a customer, or from a competitor, and, therefore, to say that any of the alleged detects stem from this exchange of price information seems to me to be without foundation.

Now, I am going to push on here and say only that, as we said in our brief that I think the Government's statement of the questions really rather bely the fact that this record was stipulated and bases it rather on some fragments here and there, I said before recess that, really, there was a common denominator here of the practice which was challenged, which was the practice of getting information by telephone, and then supplying it in due course when it was asked for on a wholly different transaction.

Mr. Zimmerman said this morning that in some cases people gave not only past transaction information, but current quote information.

Now, it is clear from the findings that only a part of all the defendants ever supplied quote information, but the case was tried on the assumption that it was the common denominator information that was the thing that bound all these defendants together.

Therefore, I submit that there is no occasion to explore separately the few cases where there was quotation

information supplied.

If that made a difference, the court would have to dispose of the case by dismissing as to some and not as to others, and what the Government was trying to do, as it is trying to do here, is to hold all of the defendants together on the exchange of information about past transactions.

And the fact that some of the defendants might have interpreted that phrase differently I think does not affect the basic legal position.

Now on the question of combination, I won't take any real time on that. I must say that the cases don't clarify entirely what is a combination and what is a conspiracy, or an agreement.

Here, what happened was that a supplier would call up another supplier and ask for some information, knowing that in due course that supplier might expect to have the courtesy to reciprocate, not in connection with that transaction, but in connection with a wholly different transaction, and that is all there is in the way of consentual basis, for whatever you want to call this.

Each supplier at some time asked, and then as a matter of reciprocal courtesy at some other time supplied some information, sometimes a few requests, sometimes more requests, and so you have a sort of a situation of reciprocal commercial courtesy at work.

Now the Government says that is enough to make it a combination. It seems to me not to fit any of the existing authorities on that subject, but it isn't vital, because if it was a combination, it was not a combination to restrain trade, because it did not result in restraining in any degree the price which any supplier would get for his product.

It did neither coerce nor restrain, and so, however you break it down, if you say it was a combination, it was not a combination in restraint of trade. My own view is that the District Court was quite right on this record in concluding that this was sort of like the mutual courtesies which we all do each other and which cannot be regarded as a combination just because we expect them we we give them.

Q Mr. Seymour, is there anything pro or con in the record as to the small suppliers that are not in this group?

A I think not, but there are small suppliers in the group.

- Q But is there any that they were denied this information or anything?
 - A No, nothing of the kind.
 - Q One way or the other?
- A No, it is absolutely neutral on that point.
- Q Mr. Seymour, is there anything in the record on the price history in the industry? Is there a tendency for prices to be uniform?

A May I at this time ask those of your Honors who want to look at a chart or two, to look at Volume 3. which contains significant information. The Government put in no proof about the course of price history, and the defendants confronted with this kind of a record did their best, and these charts in Volume 3 show it.

1.3

Now the first chart in Volume 3 shows how prices of everything else was going up while the prices of containers were coming down, a result which one would not expect if there was any kind of a price conspiracy or a price fixing arrangement, however tenuous.

The next group of charts shows how the prices varied between the defendants' plants, and shows that there was absolutely no uniformity of price as between defendants or within plants.

The next group of charts, which is a very significant group, which begins on page 21, shows the business gained and lost by these defendants, and it shows on page 22, for example, in those columns, that each of these companies in every year gained some business and lost some business to competitors, and, for example, in this chart on page 22, the Container Corporation, which is my client, in the year 1960 did business with about one-third of — about one-third of its customers were people with whom it had not done any business the year before, and about one-third were people with whom it didn't do

any business the year following.

Qu'

Now it is found and stipulated, that generally speaking, customers changed suppliers only when they got a cut in price, and therefore it is reasonable to infer that all these changes were a result of the price competition in the industry, and the fact that there was widespread price cutting.

Now beyond that, the next group of charts shows how the price went in almost like a seizmograph during a convulsion, when the prices went like this as between companies, as between plants, and because of the difficulty of getting more than five lines on a single chart — these are rather grouped geographically, as plants of various competitors.

But your Honors will see you look through these that the price was all over the place, and was all over the place as between plants and as between defendants.

Then, going on, there is another series of charts toward the back of the volume which shows that there was a great variation from so-called manuals. Now each company had a manual which it used to compute price, although they were rarely, if ever, published, and their manual was departed from as shown here, both up and down -- usually down for manual.

So nobody who knew what anybody else's manual is, could surely compute the price.

Then finally, there is another group of charts in that same part of the volume which show departure from board

prices, which was another possible way of computing the price.

Q I am beginning to think that perhaps what the Government is seeking is a per se rule with respect, not to price fixing, but with respect to a "combination," to show exchanged current price information.

A I think that is perfectly evident. What they are saying is, "We are entitled to bar this access knowledge among competitors who must thereafter compete in ignorance, because we say the effect might be to somehow chill price competition."

There is no proof of that. The proof is of the most active kind of price competition, and the most destructive kind, because it takes customers away in large numbers year to year.

Q Mr. Seymour, on page 567, in the opinion of the District Court, it says that the plaintiff concedes that -- the United States concedes that if it had only charged in the complaint that the defendant had agreed to exchange price information it would have no case.

A Yes, sir.

Q I take it that what you are saying is that the Government is taking an entirely different position here?

A I think the Government's position in the lower court was if they just charged exchange "of price information" they would have no case. They went beyond that and charged the

effective price information, but they didn't prove any such effect. They relied as to its effect on what they said was the natural effect of the exchange.

The same

Q Well, the court goes on and says that the -the District Court says that the plaintiff therefore has the
additional burden of showing that from such inferred agreement,
namely, to exchange price information, the court should
further infer that there was an agreement to use such exchange
price information.

A What the court is saying, really, is that you have to have a combination which restrains trade, and if there was a combination it didn't show any restraint of trade, and whether you say it is one agreement or two agreements, it doesn't really make much difference.

The fact is that they did not prove any such restraint. The record shows to the contrary.

Now let me push on very rapidly just to touch on a couple of other points.

The Government relies here on the cases decided before
Maple Flooring, American Column and Linseed Oil and a case
decided after Maple Flooring, and it says that this combination
was invalid under those cases.

Now, I won't take your Monor's time to try to describe those cases, but your Honors will recall that they were a very tight and explicit arrangement by which, in every

case, information about prices was supplied, there was policing of the price picture. In the Column case, the prices went up over 300 percent as a result of the arrangement. In the other case they were stabilized.

No.

T

There were fines and forfeitures in the Linseed Oil case for any departure, and there is nothing of that kind here. And Maple Flooring I submit lays down the principle that the knowledge which invokes the self-interest of sellers and lets the sellers use the knowledge to compete in any way that suits their situation, which is the situation here, it clearly permits the kind of information that was supplied here, and that was recognized when the consent decree was made, largely in reliance on the Maple Flooring case.

But my friend says that in Maple Flooring they didn't have any information about particular customers. But they did in the Cement Institute case. In the Cement Institute case, information was supplied about particular customers, because of the fact that in that case it was the practice to order cement from a lot of different suppliers in order to get a lower price even if you weren't going to use it and that was kind of a commercial fraud and the information about that could be exchanged.

Q What was the essence of the charge in the case that led to the consent decree?

A It was a broad price-fixing charge which included

references to an earlier trade association, one not involved here, and the one involved here is not charged at all, and the injunction provisions in the consent decree bar the kind of trade association activities which were involved in the earlier case, but they exempt the exchange or dissemination of information about past transactions, and it is stipulated and found that every defendant relied upon the provisions of that consent decree in doing business this way.

I submit that -- of course, the consent decree is not binding on your Honors, but it is some precedent for the fact that the Government has recognized for a long, long time that this practice does not have the pernicious effects alleged now, and if this practice does have such pernicious effects so that your Honors can be asked to extend again the area of per se violations it ought to be proved, and it ought not to be assumed just on the basis of speculation.

Q Mr. Zimmerman, before we go to the next case,
I would like to ask you the same question I asked Mr. Seymour
about these 18 people who were charged.

Are they the only ones who engaged in these practices or is the practice open to all 53 of them in the business?

A Again, I have to give the same answer that Mr. Seymour gave, Mr. Chief Justice.

I do not know. The only information that I have is that the President of the Dixie Company testified that he

exchanged information only with people that he could trust. There is some suggestion that the exchange may not have included everyone in the industry, but beyond that I cannot say, and I don't think the record discloses it.

Q I understood, Mr. Seymour, that some of these were large companies and some were small companies. Why would you pick out some of the small companies and join them with these big companies, and not join the others, in a lawsuit?

A Well, we picked out all the substantial companies
There were a number of new entrants. I don't know how many
of the other companies would have been relatively new entrants,
but I assume we chose those as to whom we have evidence.

The Grand Jury which began this was inspired by a complaint of a customer, and I suppose we tracked the Grand Jury to see who was involved in this.

ask you whether you agree that the Government is seeking a per se rule here? That is to say, that it is a per se violation of an anti-trust laws once you have proved that there is a combination among the defendants to exchange current price information as to individual customers?

A No, I think the rule we are advancing here,
Mr. Justice Fortas, is that when you have an industry which
is dominated by a relatively small number of sellers, then the
precise exchange of current price information with respect to

particular customers necessarily has an inhibiting effect on pricing, because of the ability of that small group to visualize the necessary consequences.

Q Without any proof as to effect?

A As to effect, yes. Now in this case we have explicit proof that this was their purpose, but the court ignored it, because it seemed to think that we had to prove a subsequent agreement, and we don't, and American Column makes it clear that we don't.

Q You don't claim that you have any proof in this record as to specific effect on price in the market?

A Yes, we have specific findings which indicate that when the information was supplied, the recipient quoted the same price. We have that. But we did not even attempt to go into the question of what was happening to prices; that, it seemed to us, was not necessary after the Socony-Vacuum case.

Q You say this is the dominant group in the business. What percentage of the business does it control?

A The 18, Mr. Justice Black, control 90 percent.

Six of the 18 control 60 percent. Seven of the 18 control

70 percent, and the 18 as a whole control 90 percent.

Q If it is a great help to competition for them to exchange information, is that affected in any way by the fact that they do not get information from all?

2 3

A I could assume that one could infer, that if they didn't -- perhaps they weren't interested in helping competition. Indeed, we don't think they were.

Q You accept as a ruling the Maple Floor case that if some of the business want to get together and exchange information that that is all right?

A Maple Flooring, Mr. Justice Black, is a very interesting case.

Actually there were 365 sellers representing but 33 percent of the industry who were -- I am sorry, I am speaking of American Column. American Column is a case where the court found a legally exchange of information among 365 sellers representing but 33 percent of the industry.

Now Maple Flooring was a case in which the information exchanged only as to past transactions without identity of particular customers, neither of which ---

- Q How many belonged to that group?
- A I think about 22.
- Q Twenty-two?
- A I believe so.
- Q What percentage?

A I think they had most of the business. But there was no exchange of current or specific price information, and the Maple Flooring exchange indeed went on here, and we didn't challenge it.

Q But they had an agreement to exchange information and did exchange information with reference to current sales; that is, made from day to day?

A Yes.

Q And that you have evidence that when they made those, gave this specific information the price went out?

A We do not claim any evidence that the price went up. We are not ---

Q You said something. What was it?

A I stated that the purpose of the exchange as to explicit information was to avoid unnecessary, in their terms, price cutting, that in order to eliminate doubt as to what the price was so that there wouldn't be price cutting, they exchanged specific information as to prices a seller was quoting to a specific customer, and this was the arrangement and this was the combination.

(Whereupon, at 1:15 p.m. the oral argument in the above-entitled matter was concluded.)