
IN THE MATTER OF
GENERAL FOODS CORPORATION

ORDER, OPINIONS, ETC., IN REGARD TO THE ALLEGED VIOLATION
OF SEC. 7 OF THE CLAYTON ACT

Docket 8600. Complaint, September 30, 1963—Decision, March 11, 1966

Order requiring General Foods Corporation, one of the Nation's largest manufacturers of packaged grocery products with headquarters in White Plains, N.Y., to divest itself within one year of all assets and properties of the S.O.S. Company of Chicago, Ill., the dominant manufacturer and distributor of household steel wool, to a purchaser not connected in any way with the respondent or any of its affiliates or subsidiaries.

Syllabus

69 F.T.C.

APPENDIX D

State and City	Acquired Company	Year of acq.	No. of stores acq.	Sales of acquired stores in 12 mos. prior to acquisition	Acquired sales as est. % of food store sales*	National's % of city market	
						1954	1958
<i>MINNESOTA</i>							
Minneapolis	Gamble-Skogmo	1951	2	\$ 854,068	0.54	19.2	13.1
Grand Rapids	"	1951	1	271,568	7.13	31.8	17.3
International Falls	"	1951	1	149,477	4.88	41.5	64.1
<i>NORTH DAKOTA</i>							
Grafton	"	1951	1	173,747	10.23	22.3	11.7
<i>SOUTH DAKOTA</i>							
Aberdeen	"	1951	1	453,941	6.75	21.3	12.9
<i>MINNESOTA</i>							
Duluth	Piggly-Wiggly	1952	6	2,927,000	9.25	17.9	15.3
<i>MICHIGAN</i>							
Detroit	H. A. Smith	1955	1	n.a.	n.a.	1.7	2.8
Mt. Clemens	"	1955	1	n.a.	n.a.	12.4	8.5
<i>MINNESOTA</i>							
Worthington	Tolerton	1957	1	293,743	8.28	8.1	16.5
<i>SOUTH DAKOTA</i>							
Brookings	"	1957	1	548,667	20.07	23.1	29.4
Madison	"	1957	1	266,503	10.29	8.3	14.0
Mitchell	"	1957	1	412,579	11.41	5.4	10.8
Watertown	"	1957	1	482,503	8.24	16.4	15.3
<i>ILLINOIS</i>							
Chicago	Del Farm	1958	12	18,377,687	1.64	9.6	11.1
<i>MICHIGAN</i>							
Kalamazoo	Kalamazoo Mkt.	1958	3	2,158,000	5.65	7.2	9.9
<i>INDIANA</i>							
Indianapolis	Guidone	1958	1	5,200,000	2.98	20.6	20.8
<i>IOWA</i>							
Fort Dodge	Slim's	1958	1	891,023	8.29	10.6	7.5

SOURCE: CX 395-397, 479.

*See note, Appendix B.