

**Robinson-Patman Act Complaint Respondents: 1961-74  
Excluding Section 2(c) Brokerage Complaints**

Sales Volume (Millions of \$)	Complaints		No Contest	Respondent Won Case
	No.	%		
More than 100	36	6.5	37%	23%
50 to 100	15	2.7	72%	0%
25 to 50	23	4.1		
10 to 25	60	10.8		
5 to 10	70	12.6	84%	0%
1 to 5	163	29.4		
Less than 1	32	5.8		
No data	156	28.1	95%	
Total	555	100.0		

100%

100%

100%

**Breakfast Cereal Industry Rankings**  
Out of 234-238 Industry Lines of Business

	1974	1975	1976	1977
<b>Operating Income as Percent of Assets</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>1</b>
<b>Media Advertising as Percent of Sales*</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>5</b>

\*First-ranked: proprietary drugs; second-ranked, cosmetics or razor blades.