

TABLE 8.—Advertising-sales ratio, 1962, and changes in wholesale prices, selected periods, 1947-66

[In percent]

	Advertis- ing out- lays per dollar of sales, 1962	Weights in whole- sale price index December 1962	Changes in wholesale prices			
			1947 to 1965	1957-59 to 1965	1957-59 to Decem- ber 1965	1957-59 to June 1966
1 Toilet preparations	14.72	0.355	21.6	4.2	4.8	6.6
2 Soap, detergents	12.55	.663	5.7	4.5	4.4	4.2
3 Drugs ¹	9.39	.859	-16.2	-5.6	-5.4	-5.5
4 Beer and malt	6.89	.674	38.0	0.9	1.6	1.4
5 Clocks and watches	5.45	.126	10.4	-4.2	-4.2	-3.0
6 Tobacco ²	5.28	.752	48.4	5.8	5.6	10.0
7 Wines, brandy	4.58	.103	-2.8	11.4	11.6	9.7
8 Confectionery ³	4.22	.099	20.7	-0.7	-6.6	-6.6
9 Cutlery, hand tools, hardware	3.28	.593	77.4	5.9	7.0	9.5
10 Grain-mill products ⁴	3.18	.449	3.1	13.3	15.3	22.8
11 Photographic equipment	3.11	.142	28.8	7.3	7.4	6.8
12 Canning ⁵	2.72	1.023	9.3	2.1	5.1	4.8
13 Appliances	2.48	.953	-3.6	-10.8	-11.2	-10.6
14 Bakery ⁶	2.48	1.397	48.2	7.9	10.4	12.4
15 Distilled liquor	2.18	.269	-3.3	-2.8	-2.8	-2.8
16 Tires and tubes	2.09	.533	34.7	-10.0	-8.9	-5.6
17 Paints and varnish ⁷	1.65	.312	36.5	5.4	5.9	6.8
18 Dairy products ⁸	1.57	2.594	27.5	8.5	11.3	17.0
19 Footwear	1.43	.786	43.2	10.7	13.8	19.1
20 Radio and television ¹⁰	1.37	.454	-17.0	-14.8	-11.5	-16.5
21 Household furniture	1.25	.957	37.5	6.2	6.7	8.9
22 Floor coverings	1.18	.228	34.9	-5.6	-6.0	-2.9
23 Knit goods	1.07	.082	-32.9	-8.4	-16.5	-20.4
24 Men's, youths' and boys' apparel	.97	1.182	11.6	8.7	10.1	11.3
25 Women's, misses and children's cloth- ing	.96	1.499	0.4	2.2	2.6	2.7
26 Motor vehicles	.74	3.923	53.7	0.7	0.5	0.7
27 Motorcycles and bicycles ¹¹	.67	.072	NA	-4.3	-4.2	-2.9
28 Meats	.56	3.579	6.1	0.8	12.1	8.6
29 Petroleum refining ¹²	.49	4.044	26.5	-4.1	-1.6	0.2
30 Sugar	.28	.383	24.0	11.0	12.8	11.0
Total wholesale price index			26.2	2.5	4.1	5.7

NOTE.—The price data used are indicated by the following footnotes.

¹ Drugs and pharmaceuticals.² 1961.³ Cigarettes, nonfilter tip, regular size.⁴ Candy bars; solid chocolate.⁵ Includes flour and flour base cake mix.⁶ Canned and frozen fruits and vegetables.⁷ Includes white bread, cookies and crackers.⁸ Prepared paint.⁹ Dairy products and ice cream.¹⁰ Television, radio receivers, and phonographs.¹¹ Bicycles.¹² Petroleum products, refined.

Sources: Advertising outlays per dollar of sales are from the Internal Revenue Service and published in Advertising Age, July 6, 1964, p. 59 and June 7, 1965, pp. 101-2 and U.S. Department of Labor, Bureau of Labor Statistics. Jules Backman, "Advertising and Competition", New York University Press, 1967.