

TABLE II.—IMPORTS, CONSUMER ELECTRONIC PRODUCTS AND MOST POPULAR PRODUCTS, INCLUDING AVERAGE UNIT VALUE

[Quantity (1,000 units); value (\$1,000)]

Class of product	1964	1965	1966	1967
Radios:				
Value.....	\$92,965	\$125,017	\$144,107	\$172,135
Units.....	13,600	19,351	25,129	24,200
Average unit value.....	6.85	6.45	5.75	7.11
TV receivers:				
Value.....	39,225	59,586	115,733	125,581
Units.....	715	1,048	1,524	1,613
Average unit value.....	54.86	56.85	75.94	77.85
Phonographs:				
Value.....	20,549	31,129	47,050	30,700
Units.....	2,357	3,022	4,090	2,819
Average unit value.....	8.71	10.30	11.50	10.89
Tape recorders:				
Value.....	46,335	49,689	(1)	(1)
Units.....	3,266	2,847	(1)	(1)
Average unit value.....	14.18	17.45	(1)	(1)

¹ Not available.

Source: "U.S. Imports of Merchandise for Consumption," reports FT 125 and 135, Bureau of Census, Department of Commerce.

Table I reflects U.S. factor sales of all consumer electronic products and of the most popular products embraced by this class.

Table II reflects imports of all consumer electronic products and of the most popular products included in this class.

The committee will note that in each table in addition to total units and total value, we have given an average unit value for each of the named consumer products. Thus, the average unit value of U.S.-produced radios in 1966 was \$30. On the other hand, the average unit value of imported radios that year was \$6.60. The comparable figures on color and black-and-white television receivers are \$204 for U.S.-produced products and \$78.39 for imported products. Phonographs of U.S.-make average \$45 per unit, of foreign-make \$10.61.

I submit, Mr. Chairman, that these figures show that what we consumer product manufacturers make and sell in the United States and what we buy abroad and sell here are really different products. The availability of the lower priced foreign products complements what we make here. There is no displacement.

Imports, therefore, are primarily responsible for the large volume sales in these basic consumer electronic articles. It is also true that such volume sales of these products bearing the U.S. manufacturer's trade name materially assist the manufacturer in promoting sales of his domestically produced articles.

These imports permit many persons in the United States to purchase entertainment, educational, and informational pieces of electronic equipment which, in the absence of lower priced imports they would be unable to buy. If these imports were curtailed, no one would gain and these consumers would lose.

RETALIATION AGAINST U.S. ELECTRONICS EXPORTS MAY RESULT

Annual U.S. exports of electronics articles are presently near the \$2 billion mark. If the United States takes restrictive action against imports of electronic components and products this extremely important