

"make a case" where none exists. Thus, they complain not only about imports of color t. v. picture tubes, but also about imports of color television receiving sets. In support of their requested 150 percent increase in the current duty on color t. v. picture tubes, they cite instances of unfortunate worker lay-off actions by U.S. companies which the public record shows, and which petitioners know, were based in large part either upon market conditions involving black-and-white television sets or on considerations other than imports of color t. v. picture tubes. They recite statistics which serve their purpose while they minimize or fail to mention others which bear more closely on the truth of the issue at hand.

Petitioners' submission is also confusing—"apples and oranges" are indiscriminately mixed or compared as suits the desired end—which the Committee will appreciate makes analysis difficult. But at the outset, this mark of confusion is itself significant. As is so with all "shot-gun" type approaches, petitioners acknowledge by this fact that their case is weak and show their awareness that success here depends largely upon diverting attention from the relevant factors.

Since, as is previously indicated, the issue here is whether Congress should increase the present duty on color t. v. picture tubes, attention must be paid at the outset to data concerning U.S. production, sales and imports of such tubes. Also very relevant are the data pertaining to U.S. exports of color t. v. picture tubes.

In 1966, U.S. factory sales of color t.v. tubes amounted to 5.6 million units valued at \$620 million while imports of such tubes in that year amounted to 79,657 units valued at \$6,480,174.³ Thus, imports amounted to slightly more than 1 percent of U.S. factory sales—a classic *de minimus* situation.

Data for the January-May, 1967, period do not alter this picture. U.S. factory sales in this period were 2,547,000 units valued at \$267,435,000 while imports were 62,000 units valued at \$4,703,000.⁴ The slight increase in imports in this period does not disturb the *de minimus* character of imports—imports are still entering at a rate of less than 2 percent of U.S. factory sales.

Thus, these basic relevant data militate against petitioners' claim for an immediate 150 percent increase in the tariff on color t.v. picture tubes. Neither the absolute figures on imports nor any upward trend one might read into them are cause for concern by U.S. producers of color t.v. picture tubes, much less a basis of a claim of injury or threat thereof to the U.S. industry concerned. These basic data show that the petitioners' fears are completely unfounded and their claim for higher tariff protection is baseless.

Other very pertinent data—relating to U.S. exports of color t.v. picture tubes—omitted by petitioners, not only buttress the conclusion one must draw from the basic data, *supra*, but also demonstrate the incredible nature of petitioners move to shut off the small number of color t.v. picture tubes being imported into the United States.

In 1966, total U.S. exports of television picture tubes (both color and black-and-white) amounted to 808,204 units valued at \$15,978,402.⁵ While the official U.S. statistics do not break this total down into its color and black-and-white picture tube components, the U.S. industry reports that its black-and-white t.v. picture tube sales for export in 1966 amounted to 251,400 units.⁶ Thus, U.S. color t.v. picture tube exports in 1966 amounted to 556,804 units, or 68.8 percent of total U.S. t.v. picture tube exports.⁷

³ Figures on factory sales from *Electronic Industries Yearbook, 1967*, p. 53 and import figures from *Import-Export Bulletin*, December, 1966, p. 32, both prepared by Marketing Services Department of EIA.

⁴ *Electronic Trends*, May 1967, prepared by Marketing Services Department, EIA, pp. 21 and 25.

⁵ *U.S. Exports, Report FT-410*, U.S. Department of Commerce, Schedule B Commodity Number 7293010, December, 1966.

⁶ *Electronic Industries Yearbook, 1967*, Table 41, p. 51.

⁷ The Committee will no doubt be surprised, and perhaps even disturbed, as is Magnavox, by the implications reflected in the extremely low value—\$15,978,402—reported by the Department of Commerce on 1966 total t.v. picture tube exports of 808,204 units. Given that of these exports, some 69 percent, or 556,804 units, were color t.v. picture tubes, the resulting average unit value per exported color t.v. picture tube is about \$20.00 per tube. Magnavox is offered color t.v. picture tubes by U.S. tube makers at the following prices:

Tube size	Price
19-inch-----	\$87
21-inch-----	98
22-inch-----	118
25-inch-----	130

The simple arithmetic average of Magnavox' unit prices is \$108.25 per color t.v. picture tube, or about $5\frac{1}{2}$ times the average unit value of U.S. color t.v. picture tube 1966 exports.