

- IV. RISING IMPORTS OF CONSUMER ELECTRONIC PRODUCTS AND OF COMPONENTS USED IN THE MANUFACTURE OF SUCH PRODUCTS HAVE CAPTURED A MAJOR AND STILL-RISING SHARE OF THE DOMESTIC MARKET, FAR BEYOND THE MARKET-DISRUPTIVE LEVELS AT WHICH POSITIVE IMPORT-REGULATING MEASURES HAVE BEEN RECOGNIZED AS A NECESSITY IN SUCH FIELDS AS TEXTILES, PETROLEUM PRODUCTS, MEAT PRODUCTS, AND DAIRY PRODUCTS.

Imports of consumer products have a double effect: they displace radios, televisions, and phonographs produced here at home; they also cut down the U. S. market for components by the amount of set manufacture which they displace.

Let's look at the facts.

TABLE 2

U. S. IMPORTS OF CONSUMER ELECTRONIC PRODUCTS
(in thousands of units)

	<u>1964</u>	<u>1966</u>	<u>1967</u>	<u>% Change</u> <u>1964-67</u>	<u>1st</u> <u>Quarter</u> <u>1967</u>	<u>1st</u> <u>Quarter</u> <u>1968</u>	<u>%</u> <u>Change</u>
TV	715	1,524	1,614	+125.7%	369	308	-16.5%
Radios	13,739	24,950	24,201	+76.1%	4,865	5,454	+12.1%
Phonographs	2,363	4,223	4,134	+74.9%	503	407	-19.1%
Tape Recorders	3,075	2,807	3,780	+22.9%	1,043 ^e	1,282	+22.9%

(in millions of dollars)

Value of above	\$212.6	\$390.2	\$458.8	+115.8%	\$92.3	\$104.6	+13.3%
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e - estimated at the ratio of change in value, based on units published for 1st Quarter 1968 (n.a. in 1967).

SOURCE: Marketing Services Department, Electronic Industries Association; U. S. Department of Commerce, Bureau of the Census.