

# An International Message: US Purchasing Leverage

I was recently approached by a Delaware businessman who expressed serious concern about the potential loss of many jobs in the textile industry nationwide if Congress fails to pass "The Textile and Apparel Trade Enforcement Act of 1985." As I listened to this businessman present his case, I immediately sensed the desperateness of the situation. Since the union is presently demonstrating in support of this bill, clearly both management and the union are unified behind a single cause.

This person argued the case that the United States is not competing on a fair footing. He said that foreigners control approximately 50 percent of the United States' textile market. Initially his statement seemed hard to believe, but he pulled out some material purportedly prepared by the "Man Made Fibers Association" that corroborated his contention. It said in part, "Last year, imports captured nearly 50 percent of the U.S. apparel market."

I realized why this issue forced great unity when I learned about the numerous economic casualties the United States has already taken in this "American Economic Holocaust." The Man Made Fibers Association reports, "Last year, imports accounted for nearly a million lost job opportunities, plus another million through the 'ripple effect.'" The awesome size of these numbers made me wonder how many of my own relatives will lose a job tomorrow.

While walking through my neighborhood I stopped to speak with a chap, who was working in his yard, to get his impressions on free trade. He argued that we must have free trade because it helps keep prices down and quality up. This chap vented his frustration about some domestic pro-

ducts he had bought that had poor quality. He saw poor workmanship as the chimera of the automobile industry. I challenged him on the quality of the United States apparel products and he had to admit that their image was good. This person's comments do raise the question that many Americans may be viewing this new import threat as merely another opportunity to force another domestic industry into shaping up.

When I shared some of my own personal experiences with Oriental labor rates with this chap, he concluded that there was no easy answer to the present import threat. However, Man Made Fibers quantifies America's strategic position in this Economic World War. They write, "...U.S. industries are competing with foreign governments which subsidize their own industries, restrict imports of our goods and hold wage rates to as little as 16 cents per hour."

One might argue that such low wage rates mean greater savings to the American public. On the contrary Man Made Fibers contends, "There is considerable evidence that any remaining 'savings' on imported goods merely result in higher mark-up for retailers, not reduced prices for consumers."

Although many people may cry that the Textile Industry's thrust with "The Textile and Apparel Trade Enforcement Act of 1985"

hints at protectionism, I believe it represents the first step towards altering America's mind set to thinking about winning again in the international arena. I get darned tired of hearing people lament every time some news reports suggests that the Japanese are seeking to dominate another American market. It seems to be that many American people have accepted defeat before the battle begins. I wonder if the world perceives our importance as proof of the teachings of the great war philosopher Sun Tzu who taught about the importance of getting the enemy to believe he is defeated before the battle is fought.

Tzu reports through a comment of Tu Mu, "A victory gained before the situation has crystalized is one the common man does not comprehend. Thus its author gains no reputation for sagacity. Before he has bloodied his blade the enemy state has already submitted."

I firmly believe Sun Tzu's principles have played a significant role in the undoing of the American Industrial Giant. I feel we must start assessing our strengths and stem this tide of importance that has circumvented our tenacious heritage from

continued prosperity and has spread the opiate of defeatism like the plague! The Reagan Administration and the United States Congress should use a marketing model to assess this nation's strengths: that is, realize that any time a customer buys a significant amount of product from a given supplier he has leverage on that company.

Michael E. Porter, in his book "Competitive Strategy," writes, "A buyer group is powerful if the following circumstances hold true: ...purchases large volumes relative to seller sales..." If we assume that this model holds true between nations, then passage of the Textile and

## MILLER SAYS:



Sherman

Apparel Trade Enforcement Act of 1985 will send a clear message to countries doing or hoping to do bu-

ness in the United States that we recognize our customer leverage and will not hesitate to use it.

### TO PLACE CLASSIFIED ADS CALL 376-0496

## Shhhhhhh!!!! Classified Ads At Work!

A classified ad doesn't make much noise. It just quietly goes about its job of selling merchandise and services, making announcements, bringing jobs and job seekers together.

Quiet and efficient, ready to go to work every time you turn to the classified pages. Give us a call, and put this quiet-selling giant to work for you.

**The Charlotte Post**  
Classified Ad Department  
**376-0496**

**SPEND THIS WEEKEND WITH THE CHARLOTTE POST For Home Delivery Call 376-0496**

Coupon Must Accompany Order  
**MEL BRAXTON, Offers... Grand Opening Savings**  
**50% OFF**  
Professional Dry Cleaners Mon-Tue-Wed  
(Excluding Special Care Fabrics)  
**HI-VIEW CLEANERS**  
A Division of Brown-Braxton Services, Inc.  
3203 Beatties Fd Rd., (The Bounty Center)  
Offer Expires May 2, 1985

## Peeler's Portrait Studio

"FIRST...FOR FINE PHOTOGRAPHY"

CALL NOW  
FOR AN APPOINTMENT  
24-Hr. Answering Service

Phone:  
392-2028

Phone:  
392-0945



James G. Peeler  
Photographer

- Photo Journalist Service
- Wedding Photography
- Group Photography
- Photo Copy and Restoration
- Civic and Social Functions
- Passport Photos

Fast, Efficient Service.....  
For First Quality

**Carole B. Ricks, A.C.S.W.**  
of Carole's Corner  
offers

## Pre-Marriage Counseling

By Appointment Only

**333-0140**

"Read Your King James Bible, Pray and Thank God Every Day."

## 30% OFF

On Dry Cleaning Only, Silk Not Included  
Mon., Tues., Wed., Thurs.  
10 Percent Off On Fri. & Sat.  
Offer Expires May 9, 1985

Minimum \$5.00 After Discount

Coupon Must Accompany Order

Full Price After 30 Days

Expert Alterations ..... We work Saturdays Too

## American Dry Cleaners & Laundry

1806 North Graham Street

(Next To Hutchinson Shopping Center)