

AMERICAN TEXTILE EXPORTS
[In millions of pounds of fiber equivalents]

Year	Cotton	Wool	Manmade fiber	Total
1960.....	233.3	4.7	202.4	440.4
1961.....	239.2	4.5	205.8	449.5
1962.....	220.3	4.4	246.1	470.8
1963.....	207.8	5.6	244.8	458.2
1964.....	213.2	7.0	283.1	503.3
1965.....	173.8	15.6	293.4	482.8
1966.....	189.6	12.7	322.8	525.1
1967 ¹	190.0	11.2	333.8	535.0

¹ Estimated.

According to these figures, as in the case of domestic consumption of fibers, exports of cotton textiles declined during the past six years while manmade fiber exports increased. Unlike domestic consumption, however, exports of wool textiles increased almost three-fold from 1960 to 1966.

The *Textile World* for February 1968 reveals that, even though imports and domestic production dropped last year compared to the previous year, in terms of millions of dollars there was a plus 7.8% increase in United States textile exports in 1967 over 1966—\$1,384.2 million as against \$1,283.7 million. The biggest increase was in manmade fiber broadwoven fabric, which increased 49.8%, from \$67.2 million in 1966 to \$100.7 million in 1967. Clothing exports also increased, from \$164.0 million in 1966 to \$166.1 million last year.

If United States negotiators press hard and successfully the elimination of nontariff barriers to textile imports imposed by other countries, and if the American textile industry seeks to develop foreign outlets as aggressively and as progressively as it does domestic markets, it should be possible for the United States complex to increase its exports substantially.

Especially in textiles, American fashions and the "Made in USA" label are popular overseas.

Domestic industry perspective

There is little doubt that during the past ten years the huge United States textile industry enjoyed an unprecedented period of growth and prosperity.

Following an extensive investigation, including public hearings, the Tariff Commission makes this point to the President in its Report of mid-January 1968, documenting its finding in this and other matters in a two-volume submission.

"Accompanying these significant changes in the production and marketing of the textile and apparel industries (since the early 1950's), the domestic producers, have, by most broad measures, enjoyed a period of unparalleled growth since the early 1960's. (The footnote reported that, "The Federal Reserve Board Index of production (1957-59=100) shows that the production of textile mill products expanded 33 percent from 1961 to 1966, while that for apparel and related products rose 34 percent. Although production declined in the first half of 1967, a reflection of the recent leveling of the economy as a whole, the September 1967 index of output of mill products (141.2) was almost as high as the 1966 average (142.5). The production index for apparel products in August 1967 (146.1) was higher than in immediately preceding months, but still lower than the 1966 average of 150.1.") By and large this growth is attributable to the sustained rise in the level of economic activity in the U.S. economy. As the national product, industrial output, and population and disposable incomes expanded, the demand for textiles for both personal and industrial use grew accordingly.

"Along with increased output, there was also a marked expansion in sales, employment, and new investment in plant and equipment during this period. Similarly, overall corporate profits (whether measured as a ratio of profits to sales, or on the basis of the rate of return on stockholders' equity) increased. From 1961 to 1966, for example, the value of shipments rose from \$29.1 billion to \$39.6 billion, or 36 percent. For the producers of mill products, profits as a percentage of net sales rose by 48 percent. The corresponding increase for the producers of apparel and related products was 52 percent. The corresponding gain for all manufacturing corporations over the same period was 21 percent."

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