

In recent years our biggest trouble in the export market has been the same one that we face here at home—namely, the rising competition of synthetic fiber. The synthetics have invaded so many of cotton's markets that cotton consumption has had virtually no improvement at all in the foreign importing countries, taken as a whole. The synthetic competition has to be met effectively if our export market is to have a real future, and this has to be done with a realistic effort, involving all the tools of modern fiber competition—not only price, but also research and sales promotion. Programs of research and promotion are being pushed forward in Western Europe and Japan by the newly formed International Institute for Cotton. They can succeed, but they are bound to take their main guidance, as well as their leading support, from the United States. There is no other cotton-growing country which can even compare with our own in its capacity for progress through research and modern merchandising. If the way to meet synthetic competition is going to be demonstrated, it has to be demonstrated here. If we succeed, the programs in the foreign importing countries are likely to succeed also by using the same techniques and example. If we fail, they are almost sure to fail.

So the future of our exports, as well as our domestic market, hinges vitally on the success of the bold new effort in research and promotion which our cotton growers are now launching through their Cotton Producers Institute. As we have already noted, they have a real chance to succeed against their synthetic fiber competition, but no chance at all against rising textile imports unless they are brought under better control. So the whole future of cotton, not only here but in the foreign world, is at stake on whether the Congress takes new and realistic action upon textile imports.

We thank you for the opportunity to be heard and respectfully urge that this great problem receive your careful consideration.

Exhibit A

