

Domestic manufacturers found they could buy these boots cheaper abroad than they could make them in the United States, so they became importers and distributors of ski boots.

The sandal market was taken over in the early sixties. Sandals could be purchased several dollars a pair cheaper abroad than they could be produced in the United States. Consequently, few are now made here, and domestic manufacturers are importing and distributing sandals.

Similar trends are underway in women's casuals and dress shoes and in men's dress and work shoes. With present price differentials, there is no question but that over the next few years imports will carve out a much bigger share of these markets because they are substantially lower in price and offer retailers a large improvement in markon and profit.

As for the contention that footwear imports are style items not available in the United States and the implication that American consumers must buy imports to obtain style, it is no longer true. Jet transportation has changed all that: New York in the morning; London in the afternoon. Fashions developed here today are being ordered in factories abroad tomorrow, and vice versa. The broad toe, the boot, the heavy look, and the stockingized shoe were all developed almost simultaneously here and abroad. Herbert Levine, an international style leader in high-price women's footwear and former president of the Designer Shoe Guild, commenting back in 1964, said:

It is my considered opinion, based on my fifteen-year knowledge of the Italian shoe market, that Italy has never introduced *anything* from a creative point of view to the shoe business, based on craft, availability of workers, and cheap wages . . . but their 'creativity' is always derivative. . . .

One point as illustration in relation to the above: I am enclosing a copy of Life Magazine of January 21, 1957, showing the introduction by us of the Cyrano Last. This name was registered June 25, 1956, by us, and the shoes were presented for the first time in April of 1956 and were delivered again for the first time in August of 1956. This was the introduction of the pointed toe which, once again, Italy 'seized upon' quickly and supposedly 'introduced.' I can submit shoes from France, the United States and Italy to prove this point. I can also submit ads which were run during that period to prove that point as well. . . .

WHAT HAS BEEN THE EFFECT OF IMPORTS ON THE DOMESTIC FOOTWEAR INDUSTRY?

The attached charts prepared by Dr. Alfred J. Kana, associate professor of statistics and management science at Seton Hall University, will indicate that footwear imports have robbed the domestic industry of practically all its normal growth since 1955. His statistical projection indicates that by 1970 footwear imports will amount to 291 million pairs and by 1975 to 403 million pairs. Furthermore, with imports climbing rapidly, the trend of domestic production will point downward over the years ahead.

While domestic footwear production is 9 per cent ahead for the first four months of 1968 over the same period of last year, this is cyclical behavior in response to the unusual shoe retail demand brought about by significant changes in female dress and inventory rebuilding in a booming economy. Already there are signs of a letup in demand, and the gain for the year may approximate 4 per cent to 5 per cent.

The growth trend of domestic footwear output is in sharp contrast to the production growth enjoyed by the footwear industry abroad, as the table below will indicate:

SHOE PRODUCTION—LEATHER AND LEATHER TYPES¹

[Million pairs]

	1957	1966	Percent increase, 1966 over 1957
EEC countries.....	242.0	463.1	91.4
EFTA countries.....	151.0	211.1	39.8
United Kingdom.....	109.0	119.6	9.7
United States.....	526.7	546.6	3.8

¹ EFTA data from EFTA Footwear Council, London, latest data available; slippers excluded. EEC and U.S. output from U.S. Department of Commerce.