

import and export classifications to measure this precisely but we have attempted to do so in Table VII of the Appendix.

Notwithstanding the comparatively brighter prospects for the textile assistants market than for dyes, the penetration of the domestic market by imports, both direct and indirect, passed the 5.2% market disruption level in 1965, as shown by the following summary:

TABLE 3.—*Ratio of direct and indirect imports to total direct consumption plus indirect consumption in textiles*

1953.....	0.7
1957.....	1.5
1961.....	2.7
1965.....	6.3
1966.....	7.8
1967.....	7.0
1972.....	12.9
1976.....	23.2
1980.....	43.5

CONCLUSION

The impact of textile imports on important chemical markets for dyes, pigments, and textile assistants can best be summed up by stating the value at U.S. market prices of the market opportunities which have been displaced by direct and indirect imports of these products. From a favorable balance of trade valued at \$25.9 million in U.S. market prices in 1953, the U.S. chemical industry will suffer a deficit or absolute loss of market opportunities valued at \$7.7 million in 1972, the year the Kennedy Round Tariff cuts become fully effective, which will then rapidly increase to the rather staggering figure of \$373 million in lost market opportunities by 1980.

This very substantial loss of your domestic market need not occur, should not occur, and would not occur if the United States had a trade policy which was sensitive to the realities of competition between products produced abroad by sophisticated manufacturers whose labor and capital resources are fully as sophisticated as those of their higher-cost, higher-wage U.S. competitors.

The day is soon arriving when the marketing profession, so impressively represented at this conference, will take a greater interest in the political action required to achieve a rational foreign trade policy in the interest of U.S. business which, in the final analysis, is also in the national interest.

APPENDIX

TABLE I.—*ACTUAL DOMESTIC CONSUMPTION OF TEXTILE ARTICLES, 1953-67, AND PROJECTED DOMESTIC CONSUMPTION, 1968-80, INCLUDING ACTUAL AND PROJECTED U.S. IMPORTS AND EXPORTS OF TEXTILE ARTICLES, AND OF U.S. MILL CONSUMPTION OF TEXTILE FIBERS*

[In millions of pounds of fiber or fiber equivalent]

	Domestic consumption	Imports	Exports	Mill consumption
1953.....	6,192.5	181.5	416.9	6,427.9
1957.....	6,031.7	281.4	437.4	6,187.7
1961.....	6,564.0	399.9	446.8	6,610.9
1965.....	8,759.2	755.0	453.5	8,457.7
1966.....	9,425.4	984.8	499.7	8,940.3
1967.....	9,333.7	894.2	506.6	8,946.1
1972.....	10,420.1	1,852.2	633.4	9,201.3
1976.....	11,884.1	3,141.7	782.2	9,524.6
1980.....	13,552.4	5,480.6	992.9	9,064.7
Percent change:				
1953-67.....	+50.1	+392.7	+21.5	+39.2
1967-80.....	+45.2	+512.9	+96.0	+1.3

Source: Trade Relations Council of the United States, Inc.