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Made in America Month, 1985

By the President of the United States of America

A Proclamation

America's current trade problems have caused some to wonder whether this country may not be in danger of losing its reputation as a supplier of high quality products at competitive prices. As America's strong economic growth has led to increased demand for goods and services, imports have become more attractive because of the relative strength of the dollar. U.S. exports have become less attractive to foreign buyers for the same reason. Recently, however, increased growth in the economies of our trading partners and movement of the dollar toward a more sustainable equilibrium give us reason to expect that our trade deficit should ease in the near future. Tough foreign competition, in the last few years, has presented our manufacturers and our work force with a stiff challenge.

But America's producers are responding to that challenge, and it is time for consumers both here and abroad to take a fresh look at what America has to offer. Those who do will find the traditional variety, high quality, and dependability that "Made in the U.S.A." has come to symbolize. They also will find this quality at more competitive prices.

Made in America Month also provides an opportunity for American firms and workers to resolve to take greater advantage of new competitive opportunities both here at home and in overseas markets. We Americans do not shrink from competition; we believe in competition—*fair* competition. Historically, competition constantly creates pressure for innovation, product improvement, and customer satisfaction. The open marketplace makes the consumer the king, and we are all consumers.

In an increasingly competitive world, we Americans must redouble our efforts to make products of the highest quality in the most efficient way and market them aggressively. As we do I have no doubt that more and more Americans and foreigners will be drawn to the products with the proud label: "Made in America."

The Congress of the United States, by Senate Joint Resolution 206, has authorized and requested the President to proclaim December 1985 as "Made in America Month" and authorized and requested the President to issue a proclamation in observance of this event.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim December 1985 as Made in America Month. I invite the people of the United States to observe this month with appropriate programs and activities to recognize and celebrate the excellence of American products.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-third day of December, in the year of our Lord nineteen hundred and eighty-five, and of the Independence of the United States of America the two hundred and tenth.

Ronald Reagan