



From the Desk of

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What Happened to Well-Known Brand Names & Employers!

Each week I'm impressed to hear from supporters of the **Buy American Made Campaign** who share their ideas on ways to improve employment opportunities and get America on the road to recovery.

Recently, I was contacted by an individual responding to my commentary regarding, "**do we really need specific brand names if generic products provide the same service?**" The communication highlighted the loss of several products that were made in America for decades, employed millions of Americans, and were an important part of America's economy. Those brand name items were produced in the U.S.A. by **Zenith, RCA, Emerson, Philco, Magnavox, Motorola, and GE**, just to name a few. They included products such as **televisions, radios, and other communication devices**. A few brand name electronic items are still available but **they haven't been manufactured in the U.S.A. for many years**. Why were these and many other products quietly replaced with new foreign made products instead of expanding and creating new brand name items in the U.S.A.? **As a result, millions of jobs were shipped overseas**, foreign names dominate our store shelves and Americans are customers, not producers of products that surround them. My question here is, **"where were America's leaders when this was happening?"**

As you go shopping take a good look around and ask yourself **how America can continue to move forward without restoring all levels of manufacturing in the U.S.A.** I'm sure that we can **restore the production of TV's, radios, and cell phones** if investors are encouraged to reinvest in America and its workers. **Tariffs on imported products** would also place American manufacturers on more of a **level playing field** and **lowering long term U.S. corporate tax rates** would be a home run for businesses and workers. The most important thing for you to do is **go out of your way to spend your dollars on the products presently made in the U.S.A.**

I am pleased to report that **more and more radio programs and newspapers are spreading the word** about the **Buy American Made Campaign**. Your voice is adding momentum to the effort, so I urge you to be vocal everywhere you shop. My **thanks to Diane Sawyer and David Muir from ABC World News for highlighting the Made in America Campaign**. By working together, we are helping people understand that America's future is in our hands and **it's up to us as America's consumers to make change happen**.

This is Michael Blichasz. Send me your comments and suggestions. Email me from the front page of: AmericanWorkersNeedYou.com.