

# Priority pitch

## Cut deficit, not imports, says Ford chief

Chairman Donald E. Petersen of Ford Motor Co. told a congressional subcommittee the first step to solving the national trade problem is for the federal government to balance its budget.

"This should put downward pressure on interest rates, which will benefit the domestic economic climate," Petersen told a subcommittee of the Joint Economic Committee.

"Equally important, budget reductions will improve our international competitiveness and trade position by reducing the demand for foreign capital, thereby leading to a more competitive exchange rate for the dollar."

**FAVORING** export stimulation over barriers to imports, Petersen outlined the rest of his program:

- "The United States must continue to insist on improved access to overseas markets for U.S. products — equal to the access we accord our trading partners.
- "The U.S. and our trading partners must take action on exchange rate imbalances.
- "Our trading partners should take appropriate action within their own economies . . . to encourage investment and domestic growth.
- "The U.S. must try to avoid taking

actions that reduce the competitiveness of American industry. Regulatory programs should achieve their goals without impairing the ability of U.S. industry to compete internationally.

"Fuel-economy standards are a case in point. Modifications are necessary to avoid reducing the ability of the home industry to compete."

PETERSEN URGED "prompt action that will yield significant short-term results." He characterized the proposed Trade Emergency and Export Promotion Act as "a realistic, results-oriented approach" to the problem.

"It would not erect permanent trade

barriers, but would induce countries with large trade surpluses to take actions on their own to reduce those surpluses," he said.

"It tells the countries to deal with the problems however they might wish, but makes it clear that they must solve the problem and that the United States has the will to act if they do not. This language is certain to be understood."

"Meanwhile, the United States is losing jobs and production. And by their very nature, decisions to close plants or to shift production abroad are likely to be permanent — not easily reversible if and when exchange rate and trade conditions change."

## SC wins U.S. grant

Schoolcraft College's Business Development center has received a \$63,350 grant from the U.S. Defense Department's logistics agency, SC President Richard McDowell announced.

The Business Development Center, located in the Bradner Library on campus in Livonia, aids local firms in bidding for government contracts.

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## Import challenge big one—McDonald

General Motors President F. James McDonald, noting that two-thirds of all American products now compete against foreign goods, advised communities seeking new industry to concentrate on lowering business costs and improving local education.

Calling the dramatic rise of import competition "the largest single challenge of (U.S. industry's) resources and resourcefulness" in history, the Michigan executive said "any community that can help business deal with that challenge is going to draw new business and enlarge existing ones."

"In little more than a decade, American industry has been thrust into a world market. Imports and exports today are twice as large a portion of our gross national product as they were two decades ago."

selves with in-house education and training programs."

**CITING SATURN'S** recent selection of Tennessee for its manufacturing and assembly complex location, he added that the state's efforts to upgrade its public education system was an important consideration.

Listing "estate taxes, labor rates, health-care costs, local property taxes, site preparation costs

(and) logistics," he said the communities which show the most flexibility in reducing business cost will be the most attractive.

He added that he didn't understand criticism directed at communities which offer incentives to attract industrial development. "In my mind, they are simply investing in their futures, the same way that a company forgoes short-term profit in favor of long-term profitability," he said.

**CITING THE** experience of GM, McDonald told the Springfield (Ohio) Chamber of Commerce.

"Recent advances in computer technology, in electronics, in automated manufacturing, in robotics and machine intelligence, offer us a way — the surest way — for America to maintain its high standard of living and successfully compete on a global scale."

The move to advanced technology is making education more important than ever, he said. Unlike some industrial development considerations which are out of local control, communities can assure high-quality public education is available locally, he added.

"For us in business, this is a pocketbook issue," McDonald said. "We pay three times for poor education: once in tax dollars, a second time in lost productivity and creativity on the job, and a third time when we have to fill the educational gap our-

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## Lions coach aids retarded benefit

Darryl Rogers, coach of the Detroit Lions, will be a special guest at the second annual ARC-toberfest, a benefit for the Oakland County Association for Retarded Citizens.

The event is scheduled 7-12 p.m. Friday, Sept. 27, at St. Bede's Social Hall, 18290 12 Mile Road at Southfield Road in Southfield.

The public is invited to a German-style dinner and dancing to the Klamnick Brothers Orchestra. Tickets cost \$12.50 per person. For more information, call 648-4522.

The Association for Retarded Citizens of Oakland County is a non-profit organization.

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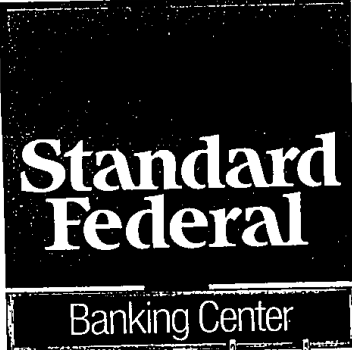
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