

My Company 'Tis of Thee

50 PATRIOTIC AMERICAN COMPANIES
AMERICAN CONSUMERS SHOULD KNOW ABOUT



ROGER SIMMERMAKER

AUTHOR OF *How Americans Can Buy American*

Praise for Books by Roger Simmermaker

A lot of Americans are coming to realize that globalism is destroying the nation they grew up in but few have been more prescient or energetic than Roger Simmermaker in opposing the trend. In speaking out against the sophistry and humbug of the globalists, he is a leader in a movement that bids fair to become one of the most important in American history.

—Eamonn Fingleton
Author of *In the Jaws of the Dragon*

While many have argued passionately that it is time to put America and Americans first, Roger Simmermaker, in *How Americans Can Buy American*, shows us how. His book is a patriot's guide to shopping. The American worker and small businessman does not have a better friend.

—Patrick J. Buchanan
Author, Syndicated Columnist, and former Presidential candidate

How Americans Can Buy American is a book from which both union and non-union working Americans can benefit. Applying the principles in this book will help save the middle class by protecting middle-class jobs that pay good, middle-class wages.

—R. Thomas Buffenbarger
International President, IAM&AW

It's easy to say we should buy American, but it's not easy to actually do it. *How Americans Can Buy American* goes a long way toward turning a good idea into reality. It is essential for America to once again be as nearly a self-sufficient nation as possible. Mr. Simmermaker has performed a public service.

—Charley Reese
Former Syndicated Columnist

How Americans Can Buy American is an invaluable guide to consumers who want to buy products made in American factories by American workers.

—Pat Choate
Economist and 1996 Vice-Presidential Candidate

No American should leave home without a copy of *How Americans Can Buy American*. It is a must-guide for every consumer.

—Gus R. Stelzer
Author of *The Nightmare of Camelot*

For years I have been working to promote the virtues of buying American-made products. *How Americans Can Buy American* provides consumers with the information they need to make intelligent, and patriotic, choices when purchasing anything from candy bars to refrigerators to cars. Any American concerned about our economic future should have this book.

—James A. Traficant Jr.
Former Congressman, U.S. House of Representatives

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Roger Simmermaker

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CRITERIA

To be considered for this book, a company must be ultimately based in the United States of America, and be at least 51 percent American-owned, which is the same criteria used by Corporate Affiliations.

DISCLAIMER

The information contained in this book is the result of years of exhaustive research by the author. It is not always possible to be 100 percent accurate because of erroneous information from references and sources used or human error. However, this book is accurate to the extent that extensive research and investigation has been able to create.

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Chapter 1

Buying American for the Patriotic Consumer

*We can't always stop foreign-owned companies
from buying our American-owned companies, land, and factories,
but we can stop sending them the money with which to do it.*

—Roger Simmermaker

When I decided to write this book, I wanted to write it for the patriotic consumer who would answer yes to the question *Are you ready to do what is best for American workers and the American economy as a whole?*

This is a question that I ask my audiences when I give speeches to the many groups I'm asked to address across the country. And if your answer to this question is *Yes, I'm ready*, then the book you are holding in your hands will help you to do just that.

But before I explain how this book will enable you to help American workers as well as our economy, I thought I'd ask you the other two questions that I ask almost every audience I speak before. The answers to these two questions help define how the companies profiled in this book were chosen.

1. *How many of you like to buy American-made products whenever possible?*
2. *How many of you like to Buy American whenever possible?*

No, I didn't repeat the same question twice. No, these are not trick questions. And yes, people usually look at me with confusion when I ask them these questions.

I'll admit that the questions are similar, and yet they are also vastly different. And that difference is very important to discern if we are to truly answer my very first question *Are you ready to do what is best for American workers and the American economy as a whole?*

Okay, so what *really* is the difference? Putting it simply, American-made means exactly what it says. A product is made, built, or assembled, to a certain degree, in America. Buying American, however, is a much broader term that means that we are buying an American-made product from an American-owned company, which often has a higher domestic-parts content within that product too. In short, American-made is good, but Buy American is better...*much* better.

And so if you follow this analysis to its logical end, we will only do what's best for American workers, and the American economy as a whole, when we patronize only American-owned companies.

SUPPORTING THE COMPANIES PROFILED IN THIS BOOK

There are no foreign-owned companies profiled in this book. Supporting *them* sends profits to foreign investors, foreign owners, and foreign stockholders and stakeholders in foreign lands. Supporting *them* means that taxes on their profits will be paid to foreign treasuries of foreign governments. That's not the case with American-owned companies. They boost our prosperity because they pay nearly twice as much in taxes to the U.S. Treasury as compared to foreign-owned companies in similar industries. This is not to say that they pay a higher level of taxes but rather to highlight to which national treasury they pay their taxes.

So you can see how patronizing American-owned companies (especially those that make a high percentage of their products in the USA) lets us keep not only jobs in America but our profits and our tax base as well. And the jobs that American companies typically provide go far beyond just jobs in manufacturing. When we support an American company that

is headquartered in the United States, normally this means that we also support American jobs in positions like research and development, design, testing, engineering, administration, and advertising. American-owned companies are much more likely than foreign-owned companies operating in the United States to employ Americans for these positions *simply because they are based here at home*.

The ownership or nationality of a company is of vital importance to all of us when we're making a consumer purchase. Since ownership equals control, and control equals independence, our continued prosperity and independence as a nation depends upon making consumer choices that are in our national interests. Our nation established a Declaration of Independence, not a Declaration of *Interdependence*. How can we remain an independent nation if we have our needs met by companies operating in the United States that are under foreign ownership and foreign control?

Purchasing an American-made product, but not caring about who owns the company that is making that product or where it is based, does not help to ensure that most of our dollars stay in this country. That's why I only buy from American-owned companies, companies that make things in the USA, companies just like the ones featured in this book.

KNOW WHO IS DOING THE MANUFACTURING AND PRODUCING

Now back to those questions I like to ask audiences when I speak. Here's another one, and guess what kind of response it brings? *Does anyone here manufacture or assemble anything for consumer purchase?* If you guessed *a small response*, sadly, you're right. Very few hands, if any, go up. This underscores the point that there is much more to buying American than just buying an American-made product.

Only about 10 percent of American jobs today are in the manufacturing of consumer products. Another way of looking at it is that about 90 percent of American jobs related to consumer products are in other positions, like the ones I mentioned above, in engineering, testing, design, research and development, and advertising. And most of these jobs found at American-owned companies are located here in the United States.

Think about it, only about 10 percent of American jobs are in manufacturing. Given that, is it sensible to make 100 percent of our purchases based solely on where so few of our jobs are to be found?

For example, it typically takes 20 months to plan, design, and develop a new car from start to finish but only 20 hours to put it together. So why would we base our decision only on where that 20 hours of assembly work takes place and not also consider where the work for the 20 months of planning, design, and development takes place?

Of course, the answer to buying the right American-made car where more Americans were involved before it was actually assembled is to buy one from an American-owned company like General Motors or Ford.

This is not to minimize the importance of American manufacturing, however, as we obviously cannot consume our way to national prosperity. We must manufacture and produce.

Everything I wear every day is made in the USA and made by an American company. If I can find American-made apparel, anybody can, and I don't pay a lot of extra money (if any) for the majority of my clothes.

It's sad to think that so much of our clothing is being imported today. Even that great patriotic and talented seamstress, Betsy Ross (and all her seamstresses), would likely be in unemployment lines were they around today! But it really doesn't matter that 97 percent of all clothing sold in the United States is imported, not if you know where to find the 3 percent that is not! It's all about choices and knowing what the truly American options are. Awareness is the key.

FREEDOM TO CHOOSE WHAT'S BEST...FOR US

Here is something that I would like you to know about my Buy American strategy. It's not anti-anyone. It is pro-American, and we need to make a clear distinction between the two. I am not against anyone for being employed by a foreign-owned company. Everyone needs a job. But the fact is that it is just more beneficial to the nation as a whole to support the American worker employed by an American company. And that is what I am all about, what is best for the American nation.

The purpose behind my Buy American strategy is also not to impose on anyone's freedom. As Americans, we have the freedom to choose to

buy a foreign product if we wish. But I also believe that with that freedom comes a responsibility, because we also have the freedom to choose what is best for another country's economy rather than our own, and doing so is not a choice that is consistent with an otherwise responsible American citizen. I'm all for examining ourselves in this area, examining what we're purchasing and whether those purchases match our personal beliefs. That's what I mean by consistency when it comes to a very personal Buy American strategy.

For example, in addition to being an author and a speaker, I work for one of America's largest defense contractors, which means that my wages come from taxpayer dollars. For me, it would be irresponsible to look to taxpayers for my livelihood as an American worker yet purchase products from foreign-owned companies as a consumer, when those companies pay less tax revenue into the national coffers from which I draw my wages.

The same would apply if you worked for the United States Postal Service and advocated saving an American institution that is currently in financial trouble, and all the while you were sending your packages using German-owned DHL. The saying, *don't bite the hand that feeds you*, comes to mind, and I think that a lot of us take that cautionary statement to heart.

But I am certainly not an isolated example. There are many American occupations that receive funding or benefits from American taxpayers, and rightly so. These workers should be especially motivated to support American companies that employ American workers, since American workers are the only ones who pay taxes to America. Workers in foreign countries don't pay a dime in taxes to the U.S. Treasury. Teachers, firefighters, police officers, and anyone involved in government or taxpayer-funded industries, I believe, also have a certain responsibility (along with their freedom to choose) to make purchases that in turn work to the benefit of not only their own employment but also to the benefit of their own country at the same time.

As Senator John McCain noted in 2008 addressing the Veterans of Foreign Wars in Kansas City, Missouri, *We have obligations to our country that are greater than our personal ambitions.*

Over two-thirds of all federal spending goes to pay for Social Security, Medicare, education, national defense, parks, highways, bridges, and interest on the national debt. Everyone benefits when the funding is available for these popular taxpayer-funded programs and benefits.

Nobody wants more government spending in areas where we don't need it, but We the People have to be able to afford to pay for these things if we still want them, and it won't be possible if our national treasury is depleted of funds. Workers in other countries pay no taxes to America. They don't pay into Social Security or Medicare. They don't fund our national infrastructure. They don't pay for us to inspect the sometimes harmful produce and other products that they export to our country. They don't help fund our public schools, public hospitals, or public libraries.

THE POWER OF PROSPERITY IN OUR POCKETBOOKS

One popular belief that needs to be shelved (preferably next to the imported products on a shelf at a big-box retail store) is the bargain-shopper mentality that says that foreign or imported products are always cheaper. I'm confident that you'll discover that many of the products carried by the companies profiled in this book are competitively priced with imports or products from foreign-owned companies.

Additionally, I'm all in favor of ridding ourselves of the false notion that dictates that we must buy foreign products if other countries' consumers are to buy our products, and that if we don't buy their stuff, then they won't buy our stuff. Buying American gives us a much bigger picture than this imaginary game of tit-for-tat, a game of *you do this and then I do that*, a game that goes back and forth like this with no measurable negative outcome for our economy. Buy American is bigger because it encompasses our nation's economic health, which means the economic health of our workers and our business owners as well. To reduce it to a simplistic statement that says, *I can't buy this, because if I do, then you'll buy that*, is debasing something that's much more complex economically and emotionally.

It is clear from our large trade deficits with several other nations that they are *already not buying our stuff*. If they were, we would have a trade balance or trade surplus, so let's not deceive ourselves. A national

strategy to export American products to other countries is a worthy cause, but the simple fact is this: the consumer that is most likely to buy an American product is the American consumer. So let's not get caught up in the bogus belief that if we buy more imports, we will somehow increase our exports through a greater willingness of foreign consumers to buy our American-made products. Those certainly aren't the rules our competitors play by.

When we as consumers buy American products, we are actually investing in America. Any economist will tell you that at least two-thirds of all economic activity is comprised of consumer spending. And, the more we spend to the benefit of American workers and American companies, the more economic activity there will be in America.

Have you ever heard economists, when discussing economic activity, mention what's called the ripple multiplier effect? This effect highlights how many times an American dollar ripples through our economy depending upon how a consumer purchase is made, specifically, whether you buy an American product.

To understand how the ripple multiplier effect works, let's use this example. Let's say that you plan to buy a hammer from a hardware store for some projects around the house. If you buy an imported hammer, there is no ripple multiplier effect since your consumer dollar goes overseas to the importing country.

But if you buy an American-made hammer, you've just created ripple number one. Then let's say the hardware store owner decides to build an addition onto his store and hires a construction crew to do the work (ripple number two). Since the construction company has new work, maybe the crew goes out to lunch at a local pizzeria (ripple number three) and on that pizza are American ingredients like cheese from Wisconsin (ripple number four).

You can see from this example that when we start by buying an American product, our consumer dollars can ripple through the economy a number of times to the benefit of several American workers and businesses. But the first time we make a decision to buy a foreign product, the ripple is gone, and the potential positive effects are gone with it.

It's the power of our pocketbooks that has the possibility to keep American prosperity going. We consumers have more power to steer the global economy in a direction that best benefits the American economy than perhaps we've been led to believe.

We only vote every two or four years at the polls, but we vote every single day at the stores or on the Internet. When you buy American as a consumer, you're voting in favor of America! Even if you aren't involved in manufacturing, you benefit from a stronger Buy American effort.

The fact that American workers are better off because they receive higher wages than many foreign workers doing comparable work is cause for celebration, not for lamenting. American workers are not labor-cost problems to be dealt with. They are potential contributors to a successful and growing economy, which depends heavily on economic activity.

Workers with higher wages pay more taxes, spend more (which contributes to more economic activity and growth), and tend to save more for a more secure retirement. They can also afford to pay for a good education for their children. An educated citizenry is a benefit to any advanced nation.

AMERICA INVESTING IN AMERICA

Many Americans attempt to make the case for more foreign investment, but the facts point to American investment (investment in plants, factories, and hiring by American companies) being much more beneficial. Furthermore, foreign investment can actually work to our national detriment. Foreign investment happens in the guise of new construction, or new development, or new something, and when it comes it usually looks something like this: the construction of a new factory by a foreign auto company, for example, is frequently met with congratulatory celebration, but with that foreign investment usually comes several detrimental aspects that are either unrealized or unaddressed.

The tax incentives (tax giveaways) to attract foreign auto companies to build factories in America are normally much higher than those offered to domestic auto companies, possibly because they are based here and have been producing here much longer. Perhaps they are expected to

produce here for patriotic reasons. Regardless of the real reason, here are few examples of how foreign investment often works to our detriment.

In 1987, Toyota constructed an auto plant on part of the 1,500 acres of free land given to it in Georgetown, Kentucky. The auto plant was built by a Japanese steel company using Japanese steel. The U.S. government granted a special trade zone so that Toyota could import auto parts from Japan duty-free. Financing was handled by Mitsui Bank of Japan. Total federal and state grants and incentives exceeded \$100 million. These subsidies, of course, were courtesy of your tax dollars.

In 1997, the state of Alabama granted huge subsidies to Mercedes in exchange for a plant that would employ 1,500 people. What were the details of this huge incentive package? Three Hundred million dollars in tax breaks, \$253 million in direct incentives, \$60 million in Alabama taxpayer money to send fellow Alabamans to Germany for training, and a promise to buy 2,500 of the new Mercedes SUVs at \$30,000 each. Based on just the initial \$300 million grant alone, those 1,500 jobs will cost Alabama taxpayers \$200,000 per job. Apparently Alabama, not Mercedes, will be paying those salaries for years to come. With deals like these, it's no wonder foreign automakers have stepped up production in the U.S. We'll even pay their workers' salaries for them! How many years will it take a factory worker in Alabama to pay back the \$200,000 in tax money that the government gave away? A conservative answer would be several.

In 2011, Tennessee set a record in granting \$577 million in tax incentives (that's over half a billion dollars) to Volkswagen to build its first plant in America for the second time (VW closed its first American plant in Pennsylvania in 1988).

Now I know that the \$100 million that we gave to Toyota sounds rather frugal compared to the record \$577 million set by Volkswagen in 2011, but we must consider that \$100 million was a much bigger sum in 1987 than it is in today's dollars.

This is not to say that American companies are not granted incentives to build plants here, although usually in smaller amounts. It is my opinion that we should not be using public money to bid for private jobs. But when given the choice between foreign investment (Toyota, Mercedes,

and Volkswagen) and American investment (General Motors and Ford), American investment is much better for America.

Such incentives allow foreign companies to save hundreds or even thousands of dollars in costs per automobile. And American companies acquire more of their parts from domestic sources, so more jobs are created in the automotive parts industry in America when we buy from U.S. car companies. America needs more American investment, not more foreign investment.

Abraham Lincoln said that we should *trade where it is necessary and avoid it where it is not*. And the truth is that much of world trade today is simply not necessary. What often accompanies the unnecessary trade is unnecessary air pollution as huge vessels cross the oceans. The nearly 100,000 commercial vessels crossing the oceans are responsible for more carbon dioxide than 29 industrialized nations combined. These vessels emit more sulfur dioxide than all the earth's cars, trucks, and busses and are responsible for one-sixth of the atmosphere's nitrogen oxide.

Friedrich List, the deceased German economist, once stated, *The power of producing wealth is...infinitely more important than wealth itself*. And by supporting American companies that make things in the USA, America retains the power to create wealth.

Just how important is it to our current and future prosperity as a nation to keep our jobs, our tax base, and our wealth within America's borders? The severely unbalanced trade relationship we have with China sheds an important light on the significance of this.

Over the last ten years alone, we have run up a cumulative trade deficit with China of \$2 trillion (that's trillion with a *T*). Had that economic activity taken place in the United States, based on a conservative 25 percent tax rate, it would have resulted in \$500 billion of tax revenue for the United States. And that would only have gotten us to a trade balance with China, so we can quickly throw out any accusation of protectionism.

Imagine what good use we here in America could have made of that \$2 trillion of forfeited production. Millions of American jobs would have been created instead of them going to China. After all, don't we all strive for balance in our personal lives, with experts telling us to balance work and family, job and recreation?

We could have shored up Social Security, guaranteed that we were able to maintain Medicare, increased aid to our veterans, invigorated our infrastructure, or paid down the national debt.

When I collected and traded baseball cards as a kid growing up, I always traded for something I didn't already have. And so it should go for our country in world trade. Why should we trade for jeans, socks, cars, or coffee made in other countries when we make all of these products here?

It's all about making the right consumer choices and buying American to ensure that there will always be American left to buy. By patronizing the American companies profiled in this book, we'll go a long way toward doing exactly that.

WHY FOUR MORE?

Fifty patriotic American companies comprise the majority of this book. However, in addition to those companies, you'll see that four other companies were included. While these four are well known to most Americans, I thought that people should really know *more* about them. Over the years, I've received many questions and comments concerning these companies that indicated there was misinformation circulating about them. Therefore, their positive impact on the U.S. economy was not being fully appreciated. So, in the back of this book you'll see articles about General Motors, Ford, Whirlpool, and New Balance. It's more fun to shop when you buy American, big or small! There is something truly rewarding about shopping when you know that you are also doing something for America's greater good at the same time, and to me, that is what buying American is really all about.

Chapter 2

Apparel and Footwear

All American Clothing Company

Laina Line

Okabashi

The Union Boot Pro

Wigwam

All American Clothing Company

Address: 2149 Arcanum-Ithaca Road, Arcanum, Ohio 45304

Website: www.allamericanclothing.com

E-mail: lnickol@allamericanclothing.com

Phone: 888-937-8009

How to buy: Please visit the website.

If you like to support companies that make all of their products in the USA and that truly have a patriotic belief behind what they're doing, you'll want to check out the All American Clothing Company.

Everyone buys apparel. That's a fact. But another fact worth noting is that 97 percent of the clothing Americans buy every year is imported. So the big question is: how do you find the 3 percent of apparel that is actually made in the United States? Fortunately, the answer is simple. Discover the All American Clothing Company. This company produces only 100 percent American-made apparel made with 100 percent American-grown cotton. Absolutely nothing is imported, right down to the zippers on the all-American jeans.

The list of clothes sold by All American Clothing is extensive: regular denim jeans, carpenter jeans, carpenter shorts, cargo shorts, gusset jeans, ladies jeans, khaki pants, heavy-duty belts, tee shirts, polo shirts, stylish vests, ladies shirts, sweatshirts, denim shirts, denim jackets, hooded pullovers, rain jackets, boots, women's fleece capris, and Wigwam brand socks.

The story of how this company began is about as patriotic as you'll ever hear. It starts roughly a decade ago when owner, Lawson Nickol, worked for a U.S. jeans manufacturer in a job he loved. The company produced its apparel in America, and for Lawson, this was important. He believed that he was working for a company that was as American as apple pie and baseball. And that was true, until the day the company decided to outsource to Mexico. Upon hearing this, Lawson resigned immediately.

Then, with a hope and a dream, Lawson started his own jeans manufacturing company the very next day. His hope was that one day he could build a truly American business, one that didn't compromise, one that didn't outsource, and one that was true to the Buy American

cause. That company that Lawson created is the All American Clothing Company, and it represents Lawson's dream fulfilled.

Today, Lawson is able to thank his customers and his employees for making his dream a reality. He is grateful to these folks for helping him get past that tough first year when he took in no income. In those days, he relied on his family to be his company's employees, and he relied on family savings to keep the business going.

Together they continue making the dream come true by creating jobs for other Americans and making American apparel for the American people. This is not something that many other company owners do. Few company owners have the same pride in the Made in USA label and believe in the integrity of that label as Lawson Nickol does.

Just how committed is the All American Clothing Company to making sure that its customers know that its products are made in the USA with all American cotton? Check out its traceability technology on the website at www.allamericanclothing.com.

Every pair of jeans made by All American Clothing Company comes with a Certificate of Authenticity. Thanks to the traceability number, you will know exactly which American farmers and which American mill produced the cotton from which your jeans were made.

For years now, the All American Clothing Company has offered high-quality and competitively-priced apparel that lasts a long time too. I know because I have purchased many of the company's products myself.

All American Clothing Company has made it easy and affordable to buy American, and has removed the two main stumbling blocks that keep consumers from buying American-made apparel. First, the pricing is competitive. Second, the quality is higher than it is with foreign competitors. Both efforts succeed in making the product a genuine value for American consumers.

If you've ever felt your frustrations rising and your patriotism thwarted while on a search to buy American-made clothing, now you know where to go to eliminate those feelings. With the All American Clothing Company, everything you wear every day really can be made in the USA.

Laina Line

Address: 14931 Tree Valley Drive, Cedar Springs, Michigan 49319

Website: www.lainaline.com

E-mail: customerservice@lainaline.com

How to buy: Please visit the website.

At one time or another we've all probably felt discouraged when we wanted to buy American-made clothing but met with one unsuccessful attempt after another when trying to do so. And it's distressing enough when it comes to apparel in general, but if you're a proud parent of a toddler, or perhaps a new baby, and have tried buying apparel made by fellow Americans, you're no doubt aware of the extra frustration when it comes to not knowing where to look.

And because raising a toddler or caring for that new baby has its own set of extra demands on time for mom and dad, it's understandable that few parents have the time to find American-made clothes for the young ones in their lives. The saying *like a needle in a haystack* comes to mind.

Two of the many reasons that I write books about buying American that I would like to point out here are that I like saving others time and frustration when trying to find and buy American products. I had my own discouraging experience in a Florida mall back in 1994, where I found it extremely difficult to buy American-made apparel. After my experience that day, I thought to myself, *I'm an American. I live here, work here, and pay taxes here. Why is it so difficult to support other Americans who live here, work here, and pay taxes here?*

That's why I am so happy that over seven years ago I became aware of a company in Michigan called Laina Line, and I've been pointing patriotic consumers to the company's website ever since. In short, if you thought it was impossible to find American-made clothing for children from six weeks to ten years of age, you really need to look no further than www.lainaline.com.

Laina Line is based in Cedar Springs, Michigan, and has been in business since 1994. It delivers to any location nationwide and even fills orders for customers in Canada. And with its many years of design experience, you can be sure that the quality and durability of these clothes

have been time-tested. Laina Line started out selling to specialty markets within the state of Michigan and has now expanded to stores and boutiques all across America.

Laina Line strives to satisfy its customers in so many ways, and features specific to its clothes highlight this: woven hats that are lightly lined, bodice/skirt seams that are double-stitched for durability, and its use of soft-stretch elastic for a comfortable fit on all bloomers and blouses. Plus, most outfits have matching accessories available, like fleece hats, floppy hats, hair flowers, and ribbon bows.

For girls, you'll find dresses (the petite patriotic outfits are especially pretty), pants sets, sweaters, white blouses, as well as seasonal apparel for summer, fall, winter, and holidays like Christmas, Valentine's Day, and St. Patrick's Day. For boys, you're able to browse sweaters, vests, pants, and more. There are also diaper covers and panty covers for babies.

The prices that accompany Laina Line's American-made apparel options are incredibly reasonable when you consider the quality of the custom-made clothing. Customers qualify for free shipping by ordering just \$50.00 worth of merchandise.

If your little ones like ladybugs, daisies, shamrocks, or other specific prints, simply click the *shop by PRINT* link on www.lainaline.com, and all of the various kinds of apparel and accessories available in your favorite print will be displayed.

No matter what time of year it is, it's easy to locate children's clothing for boys and girls at Laina Line. And since the items in every single order are custom made, Laina Line is a great place to go to keep your young children clothed with American-made quality.

Okabashi

Address: 4823 Roy Carlson Boulevard, Buford, Georgia 30518

Website: www.okabashi.com

E-mail: customerservice@okabashi.com

Phone: 800-443-6573

How to Buy: Please visit the website and the other retailers listed on the website.

Now I know that the name Okabashi sounds like it just has to be foreign in origin or based in a foreign country, but this footwear company is actually based right here in Buford, Georgia. Over the years, I've owned several pairs of Okabashi sandals, and I've always found the same things to be true about them: they're comfortable, inexpensive, long-lasting, and best of all, American-made.

At www.okabashi.com you'll see colorful, American-made flip flops, clogs, and sandals for men, women, and kids. The company's exclusive comfort-bed footwear is non-skid/non-marking, anti-microbial, odor resistant, and features a two-year limited guarantee. Not only that, the American Chiropractic Association (ACA) even endorses Okabashi's footwear. Buying American-made sandals or clogs before you hit the beach, or wherever else you happen to be going, won't set you back much at all. Okabashi footwear is available on the website for \$14.99 (sometimes even less), and you can print a coupon to use right from the website too.

Last winter, I discovered Okabashi products on sale at Walgreens and CVS. I picked up a few pairs then, and now I keep one pair at the front door, one in the garage, and one in the trunk of the car for those long drives when I want to slip into more comfortable footwear.

On the Okabashi website, you can browse your next American-made pair of sandals by the men's collection, women's collection, or by style. If your order is \$40.00 or more, you'll get free shipping, plus you'll save a trip to the store.

Okabashi has been making its footwear in America since 1984, and if you want to know about its commitment to Made in USA, simply click the *Made in the U.S.A.* link on the website.

This American company has sold over 30 million pairs of sandals over the years. Just think of all the jobs that it has been a part of, all the wages and income that, because of Okabashi, have gone to American families, so they can in turn participate in the American economy and spend money to stimulate even more economic activity.

Sure, you could buy less-expensive sandals imported from other countries I suppose (although it wouldn't be much less considering how inexpensive Okabashi products are), but consider this: when President Warren Harding was challenged by the argument that consumers benefit from cheaper imports, he replied, *One who values American prosperity and...American standards of wage[s] and living can have no sympathy with the proposal that easy entry and the flood of imports will cheapen our costs of living. It is more likely to destroy our capacity to buy.*

The problem with open and unrestricted trade is that it often creates an over-abundance of cheap goods but reduces the ability for the average American to buy them at the same time.

Consumers might want to be less concerned about having the lowest prices and more concerned about having enough jobs in this country to employ Americans. People who don't have jobs don't care about imports and low prices because someone without a job cannot buy anything! But if Americans have secure jobs, and prices go up because of the higher wages and benefits we pay American workers, they can always cut back on their purchases. It's far better to have secure jobs with higher pay and higher prices than scarce, insecure jobs with lower pay and lower prices.

Fortunately, you get the best of both worlds and more with Okabashi: high quality, low prices, and American workers that make American wages to fortify the American standard of living that we have all come to appreciate and from which we all benefit.

The Union Boot Pro

Address: 452-A Cherry Street, Wausau, Wisconsin 54401

Website: www.theunionbootpro.com

E-mail: customerservice@theunionbootpro.com

Phone: 800-723-5384

How to buy: Please visit the website.

With the ranks of American manufacturing jobs wearing thin these days, one way to stand up for an American industry that is in danger of extinction is by wearing American-made work boots from The Union Boot Pro.

The United States once held a position in footwear that was virtually unchallenged. Imported footwear didn't pass the 10 percent share mark until 1964, but by 1979 it had climbed to 50 percent, and it topped 75 percent in 1985, according to the Footwear Industries of America. By 1999, 94 percent of all footwear purchased in the United States was imported, and I doubt that today's percentage is any more favorable to American industry.

According to Gus Stelzer in his book, *The Nightmare of Camelot*, President Gerald Ford set specific limits (quotas) on imported shoes from 1976 through July 1981. During this period, over 100 factories opened, \$400 million was invested, and 30,000 new jobs were created. For the first time in a decade, the footwear industry turned a profit.

When those quotas came up for renewal under President Reagan, the International Trade Commission recommended that the import limits be continued. It saw the large national investment and employment gains that resulted from the quotas. However, U.S. Trade Representative William E. Brock, who was paid \$500,000 by Mexican interests to grease the skids for NAFTA, advised Reagan not to continue the import quotas. Reagan sided with Brock. Within five years, over half of the newly opened factories had closed, and over 40,000 jobs vanished.

These grim statistics don't mean that we have to stand around in a pair of imported shoes or boots thinking that there is nothing we can do. Patriotic consumers can buck the trend of ever-increasing imports if they

know where to find the 6 percent of footwear that is still made in the United States. We don't have to be walking examples of why the share of imported footwear increases with each passing decade.

A good place to start is by supporting an American company that has been making work boots in America since 1892! The Weinbrenner Shoe Company (WSC) of Wisconsin is one of a few remaining American footwear companies still making work boots in the USA, and you can buy this fine footwear through www.theunionbootpro.com, the same place I buy all my work boots. Over 140 styles are offered, so you're bound to find something that fits your needs. Weinbrenner is employee-owned, so you know that those employees have a stake in making sure that your boots not only fit the best but that their customer service is the best fit too. They want your return business.

The Union Boot Pro has an unbeatable 120 percent best-price guarantee, which means that if you see an item for a lower price on another website, it will refund you 120 percent of the difference. Shipping is absolutely free on all ground orders (there is an extra charge for express, two-day, or three-day shipping). There is a minimal \$5.00 handling fee added to each pair of boots purchased on the website, which is a fee charged to The Union Boot Pro for the convenience of drop-shipping directly from either the Thorogood or WorkOne warehouse in Wisconsin.

If you happen to belong to a union like the workers who build these fine boots, you can apply to get 27 percent off of your order by filling out a simple form.

So saving money and getting a guaranteed great pair of American-made boots couldn't be simpler. Visit www.theunionbootpro.com and start to walk your patriotic consumer talk.

Wigwam

Address: 3402 Crocker Avenue, Sheboygan, Wisconsin 53082

Website: www.wigwam.com

E-mail: socks@wigwam.com

Phone: 920-783-1000

How to buy: Please visit the website and the other retailers as found on the website.

Alexander Hamilton once stated, *Every nation...ought to endeavor to possess within itself all the essentials of a national supply. These comprise the means of subsistence, habitation, clothing and defense.*

Hamilton, who was a nationalist, an industrialist, and a founding father, was right. It is absolutely essential, especially in these tough economic times, that We the People provide for ourselves from within our national borders whenever possible.

When we think of clothing, we often think of shoes or jeans but not necessarily what's in between. Yes, I'm talking about socks. Right now it's so important that you get your socks from domestic sources instead of foreign ones to save our sock industry, and it's so easy to do too. Just visit www.wigwam.com, and click on the *Find a Retailer* in the upper right-hand corner to locate a retailer near you that carries Wigwam socks.

One thing I really like about Wigwam is that when it comes to keeping your feet comfortable, the company knows that you don't want to sacrifice quality for less-expensive labor, especially if you're an advocate of Buy American. Wigwam is one company that never makes such an unnecessary sacrifice.

Back in January of 2008, I reported on www.howtobuyamerican.com that our federal government was likely to impose tariffs on socks imported from Honduras. Statistics showed a 99 percent import surge from that country from the end of 2006 to the end of 2007. In April 2008, the U.S. Committee for the Implementation of Textile Agreements (CITA) determined that cotton socks originating from Honduras were causing serious damage to our U.S. producers and applied a 5 percent duty on the full value of the imported goods.

If the economic health of the country is important to you, learning about serious damage to our economy should warrant serious consideration about doing what we can to make things better. After all, it's our country, and our prosperity is our responsibility.

So exactly how *was* Honduras able to export 27.3 million dozen pairs of socks (that works out to over 327 million individual pairs) to the United States in the first eleven months of 2007? Because we were all too willing to buy them! But do we *have* to buy them? No, of course not. Not with Wigwam right over there in Sheboygan, Wisconsin.

Wigwam has been making socks in America for over 100 years and sources almost exclusively from American yarn spinners, who in turn buy from American woolgrowers. So when you buy Wigwam socks, you're doing your part to keep American workers working.

How many companies exist today that can say that they produce 100 percent of their goods in America? Wigwam is one company that does! And it does so not just because it cares about the financial implications that the deluge of imports has thrust upon our country's economy. It also does it because it cares about American virtues like honesty and integrity, which are the cornerstone of its reputation.

Wigwam's Sheboygan manufacturing facility is state-of-the-art. Wigwam constantly works with its local utility providers to improve efficiency, and not just worker efficiency but energy efficiency too. That's what motivated Wigwam to install solar panels to heat its water and motion sensory lights to limit wasted power.

Since 1905, Wigwam has been producing high-quality socks and has become the best sock manufacturer in the industry. That's why all products carry at least a one-year warranty. The Wigwam Pro line is guaranteed for two full years. What overseas-producing sock company stands behind its products like that?

If there isn't a retailer near you that carries Wigwam socks, or if you just like the convenience of ordering online, you can order through one of Wigwam's online partners after you have selected the product in which you are interested.

Your feet are your foundation. With Wigwam, you'll be protecting that foundation in a comfortable fashion regardless of the activity you pursue.

Chapter 3

Home and Office

American Draperies & Blinds

Bunn

Candle-lite

Christmas in America

Element Electronics

Hubbell Electric Heater Company

Jacob Bromwell

Jamark Laboratories

Kentucky Cutting Boards

Liberty Tabletop

Little Giant Ladder Systems

Manchester Wood

Peterboro Basket Company

Rada Cutlery

The Wilson Bohannon Company

Union Built PC

Versa Products

American Draperies & Blinds

Address: 30776 Huntwood Avenue, Hayward, California 94544

Website: www.americandrapery.com

E-mail: cs@americandrapery.com

Phone: 800-232-9600

How to buy: Please visit the website.

Two characteristics that provide crystal clear evidence of just how committed certain companies are to Buying American are how and where they place information on their website, declaring that all of their products are Made in USA.

American Draperies & Blinds makes this quite clear, and it does so right up front. When you visit www.americandrapery.com, you'll see a big button-shaped *Made in USA* logo right next to the company name. Drop down a bit and you'll see *American Made Drapes and Blinds since 1954*.

But don't stop there. Go to the *About Us* page and check out the Company Profile. What's the first thing that American Draperies & Blinds is quick to tell you about? No, it's not the contact information or the history behind the first company CEO. It's about being American-made and the fact that its factories are located right here in America. Even the *FAQ* page starts by telling us how important it is to buy American products!

But let's face it, if you buy American you also want to know that your purchase is going to be long-lasting and of high quality. American Draperies succeeds on both of those fronts too. Just look at its customer base. It serves not just the consumer but also commercial markets, government, schools, colleges, hotels, motels, senior housing, and hospitals.

Quality companies don't expand into so many diverse markets by putting out poor products. And long-lasting? Look at its warranty. In a word, forever. American Draperies & Blinds will repair or replace blinds for mechanical parts or workmanship, even if you have them for 30 years. I bet that you would be hard pressed to track down a retail store that offers a lifetime warranty, particularly on mini-blinds like those made by American Draperies & Blinds.

American Draperies & Blinds makes it clear that it will produce nowhere but in America. And why not? It has been making superb drapes

and blinds right here for over 50 years, with the belief that producing in the USA is a real and honest company commitment, not an experiment.

American Draperies & Blinds owns and operates its own factories, bypassing the middle-person, which typically saves you 50 to 80 percent off normal retail prices. This also enables American Draperies & Blinds to offer factory direct pricing and better volume discounts to give you extra-low prices on larger quantity purchases.

Take it from me. Don't waste your time driving around town to an assortment of retail stores hoping to stumble upon American-made drapes and curtains. I've been there. You'll spend most of your day and probably most of the gas in your tank, and you may not even find what you want. Plus, it's just completely unnecessary because American Draperies & Blinds has everything you need. From drapes, curtains, rods, and other hardware, to mini-blinds, vertical blinds, and shades, it's all right there on the website.

In addition to saving money, you'll also get all the customer support you need. The company representatives will even talk you through the measuring process while you're on the phone if you need help to make sure that you get the right dimensions for your desired product the first time around, saving yourself future frustration.

American Draperies & Blinds has American in its name for a reason: because it is proud to keep Americans working. Few things make a consumer more proud to patronize an American company than that.

The only label attached to American Draperies & Blinds products is the best one for the American consumer and the American economy. And that's *Made in USA*.

Bunn

Address: 1400 Stevenson Drive, Springfield, Illinois 62703

Website: www.bunnathome.com

E-mail: Please use the online form on the website.

Phone: 800-352-2866

How to buy: Please visit the website and the other retailers listed on the website.

There are many areas in which it is increasingly difficult to buy American, and one of those areas is small appliances. While my Toast-master toaster oven and Proctor-Silex toaster are both made in the USA, these companies moved their production of these items offshore years ago.

I'm not a coffee drinker, but if I were, I'd definitely buy a Bunn coffee-maker (and absolutely drink coffee from the USA Coffee Company). In my opinion, there's more than coffee brewing at the Bunn headquarters in Springfield, Illinois. I sense some patriotism brewing over there too, because Bunn is the only company that assembles its coffeemakers in the USA.

American-based Bunn assembles GR, BX, and BT models in the USA. Admittedly, Assembled in USA is not as good as Made in USA, but there are no companies that make coffeemakers completely in the USA to qualify for the coveted Made in USA label, so Bunn is really the only game in town when it comes to employing American workers.

People ask me all the time, *What's the difference between Made in USA and Assembled in USA?* Simply put: Made in USA means that either all or virtually all parts and labor for a given product (the unwritten rule is 98 percent American parts and labor) are American. Assembled in USA means that a product is comprised of foreign and domestic components, but American workers do the final assembly right here at home.

Bunn actually explains this on the website, along with the proclamation that it proudly assembles many of its coffeemakers in Creston, Iowa. You can view these products on the website www.bunnathome.com/products/velocity-brew before you spend time, gas, and money going from store to store to find one of them. Bunn also assembles certain commercial models in

the USA (something that might be of interest to you if you happen to be a business owner).

Back in 1997, the Federal Trade Commission (FTC) proposed changes to what it means to label a product Made in USA, and it proposed to change the unwritten rule from 98 percent American parts and labor to 75 percent, citing global economic trends. This would have meant that the *all or virtually all* standard would have been wiped off the books, and companies would then be able to get away with up to 25 percent foreign parts and labor and still label their products Made in USA.

Many groups and individuals rallied against the FTC proposal, and my official comments about this can be found in the public record at www.ftc.gov/opp/madeusa2/c150.htm. Fortunately, the huge public outcry caused the watered-down proposal to never see the light of day.

Now back to Bunn. If Bunn uses American workers to both produce *and* assemble its products, it makes sense to channel our dollars to the benefit of those American workers. They command higher wages, and when we support higher wages, we also bolster the standard of living in this country. Not just that, we also help maintain other factors of American production that are often sadly absent in other countries: pensions, sick leave, vacation, unemployment compensation, and additional benefits. Bunn coffeemakers also come with three-year warranties, and should you break your ten-cup coffee carafe that came with your Bunn Coffeemaker, the replacement is assembled in USA as well.

So for all you coffee drinkers out there enjoying your morning cup of coffee straight out of your Bunn coffeemaker, take a sip and enjoy it even more knowing that your cup of Joe is helping to keep America's economy as strong, as robust, and as rich as the coffee you're drinking.

Candle-lite

Address: 10521 Millington Court, Suite B, Cincinnati, Ohio 45242

Website: www.candle-lite.com

E-mail: info@glassandcandles.com

Phone: 513-563-1113

How to buy: Please visit the website, outlet stores, and the other retailers listed on the website.

If you appreciate the warmth and scents that candles bring to your home, then you'll appreciate a place that you can go for candles that are proudly made in the USA.

Candle-lite has been manufacturing quality candles in the USA since 1840, and it has long been recognized as the leader in the decorative candle manufacturing industry. All Candle-lite candles are made in a 900,000 square-foot facility in Leesburg, Ohio.

The convenient thing about Candle-lite (other than the fact that not one of its candles is imported) is that you can make your purchase online, or you can check out its candles at one of nearly 40 retailers nationwide. The candles are right there in the aisles of stores where you would expect to see them like Safeway, CVS, and Walgreens. And they are also in places that you would probably not expect, like Ace Hardware.

We like to use a variety of types of candles in our home, and it's always a chore to try to remember which nearby store carries which candles. Added to that is trying to recall which store had what we wanted and carried candles that are made in the USA. It's disappointing to get to the store and come across just what you want only to look at the label and see the three words that I always dread: *Made in China*. With www.candle-lite.com, that problem is a thing of the past around our home.

It's nice to be able to choose from so many styles of candles, in so many different scents, and in so many various quantities. Need tea light candles? You can order them in 10-packs, 25- or 50-count bags, and in scents such as apple cinnamon crisp, juicy black cherries, fresh melon slice, creamy vanilla swirl, or no fragrance at all.

Candle-lite's wonderful seasonal candles subtly enhance the mood around the house during the holidays we love: Halloween, Thanksgiving, Christmas, Chanukah, and Kwanza, to name just a few.

If you're looking for something different to spice up your fundraising activities, Candle-lite has a wide range of popular candles and gift sets to choose from. The majority of Candle-lite's accessories are made in the USA, but some of the components may be sourced from other places if not available domestically.

As patriotic consumers, we know that there is never a shortage of predatory foreign producers that want to steal our market share, and the candle industry is up against some real tough challenges.

Recently, that became evident as Chinese producers were again accused of unfairly dumping imports in the U.S. market and undercutting domestic producers. American lawmakers, especially those with candle producers in their districts, have urged the Department of Commerce to maintain import tariffs on Chinese companies' cheap candles. Doing this, they know, will prevent China's unfair trade practices from putting another American industry at risk. Having already seen China's economic invasion threaten too many American industries, we don't need to see that happen with another one, in addition to losing the American jobs that go along with it.

Of course, the best way to keep our American candle makers prospering is to keep using the power of our pocketbooks. Every time we buy American products it's like Election Day, since we are voting with our dollars in support of American industries. And in the candle industry, it's especially important because cheap producers, like China, are constantly seeking loopholes to circumvent laws intended to protect domestic companies.

For me, since I buy candles anyway, I'm going to make sure that every purchase I would normally make is channeled toward an American producer like Candle-lite that is proudly employing American workers. That's the best way to keep America's candle industry burning bright today and far into the future.

Christmas in America

Address: 840 Broadway, Newburgh, New York 12550

Website: www.christmasinamerica.com

E-mail: lorraine@christmasinamerica.com

Phone: 800-962-1010

How to buy: Please visit the website.

When the Christmas holiday season comes around, many patriotic Americans are busy thinking about what kind of American-made gifts can be found to put under their Christmas trees. These same patriotic Americans may want to purchase an American-made artificial Christmas tree, both to decorate and as a place to display all of those thoughtful gifts for friends and loved ones. The problem is that many consumers don't know where to get one.

If you're planning on heading out to the stores to buy an American-made artificial tree, you're probably going to waste your time, since stores seldom carry them. But by simply ordering online from Christmas in America, you can save time, avoid the headaches of dealing with all that traffic (both on the road and in the stores), and help save the jobs of American workers at the same time.

It's no secret that many Americans are losing their jobs in today's unstable and uncertain economy. You can help make both the economy and the lives of more Americans more stable and more certain by buying an American-made artificial Christmas tree instead of that cheap, Chinese-made tree that you might have seen at the mall.

At www.christmasinamerica.com, you can order a nice 6½-foot artificial Christmas tree, such as the Bavarian pine, for just \$169.50. Admittedly, that's more money than you would spend for an imported tree at a big-box store, but at Christmas in America you get American-made quality and a five-year guarantee as well.

Christmas in America artificial Christmas trees are made in the USA at the company's family-owned and operated manufacturing plant in Newburgh, New York. In addition, all materials used to manufacture Christmas in America Christmas trees are made in America, with the

exception of the wire, which is purchased from Mexico. All sheeting, poles, brackets, and cartons are purchased from U.S. manufacturers.

There are many popular kinds of artificial trees to choose from, such as Alberta Pine, Columbia Fir, White Pine, Aberdeen Pine, Catskill Pine, and Douglas Fir. Christmas in America even carries Christmas trees up to ten feet tall!

And in keeping with the Christmas spirit, you'll know that you've given one of the best gifts that you could ever give, which is the prospect that other American workers will be able to keep their jobs and be able to buy Christmas gifts for their loved ones just like you did.

Also, consider the positive safety and environmental impact that your purchase of an artificial Christmas tree from Christmas in America represents. First, you'll be saving a real tree from being cut down, and second, since trees made by Christmas in America are lead free, they are guaranteed to be safe for you and the young Christmas gift-recipients in your life.

Now more than ever, with the challenges facing the American economy, Christmas in America is enormously proud to continue to be able to offer artificial Christmas trees manufactured in the USA by an all-American work force.

Especially around the holidays when Americans strive to make it a happy holiday season for everyone on their Christmas list (and even those who aren't), few things bring more certainty for a joyful season than the stability of a job so that Americans can provide for their families, not only at Christmas but throughout the year as well.

And so, when the Christmas season draws near and you're making your list, I hope you check it twice to see if there are any items on it for your loved ones that could be purchased from any of the companies that are highlighted in this book. Foreign-owned companies and their products? BAH HUMBUG!

Element Electronics

Address: 6880 Commerce Boulevard, Canton, Michigan 48187

Web: www.elementelectronics.com

E-mail: customerservice@elementelectronics.com

Phone: 888-338-5666

How to Buy: Please visit Target and other retail stores across America.

Have you been holding on to your old tube-type TV in the hope that there will someday be an American-assembled HDTV? If so, you and I have a lot in common. Also, if you have, there's some good news for you. Your time has come!

In April of 2012, Element Electronics launched production of 46-inch and 52-inch flat-screen TVs at its Detroit, Michigan, factory. According to Mike O'Shaughnessy, President of Element Electronics, the decision to produce in America was an emotional one and maybe even a patriotic one. O'Shaughnessy says that there were other factors leading to the move to America from overseas, too, and among them were a desire to shorten lead times in its supply chain, to create quicker responses to the American consumer, and to reduce waste.

Growing up in a small blue-collar town in Ohio, Mr. O'Shaughnessy's roots are firmly planted in the Midwest. He says that for some time he's been planning to return his company stateside to produce HDTVs, and recently, he was able to finally make the move.

Another excellent thing about Element Electronics is that it is an American-owned company and not a mere subsidiary of a larger foreign-owned conglomerate. That means that along with the decision to transfer some production here (and with that comes jobs), the profits and tax base will come to America and remain here as well. This is what happens when we patronize an American-owned company like Element Electronics.

But what about the domestic content of Element's new American-assembled HDTVs? Unfortunately, most of the components are sourced from China, but I would challenge you to identify a foreign-assembled TV that didn't share that same characteristic.

The good news from Element Electronics is that along with the initial 100 jobs created, there are plans down the road for expansion, which will lead to more job creation for Element's factories and for its suppliers.

Positions for repair, refurbishment, and even the call-center jobs are all handled at the same Michigan facility that assembles the TVs.

The consumer response to the American-assembled HDTVs has been very encouraging, to say the least. The Detroit-assembled TVs are already sold out for the first year, and stores like Target and Costco have already placed orders.

What else does Element Electronics have going for it? Competitive pricing! In fact, its American-assembled HDTVs are less expensive than the foreign-owned, imported brands of competitors. At my local Target store, Element's 46-inch LCD HDTV was priced at \$499.00, while Sony's imported 46-inch LCD HDTV was \$699.00. LG's imported 47-inch LCD HDTV was priced at \$679.00.

A successful American electronics industry will boost our economic stature throughout the world and has the potential to reduce the trade deficit we currently have, contributing to a higher American standard of living. Additionally, a larger trade deficit (importing more products from other countries than we export to them) reduces U.S. productivity and economic growth. If there was ever a time that we could use more economic growth for our country and the resulting jobs that economic growth could create, it's right now.

According to a September 2011 Trade and Globalization Report by the Economic Policy Institute, our trade deficit with China grew over 32 percent from 2001 to 2010 in the computer and electronics parts industry, costing our country over 900,000 jobs in this sector alone.

Profits are the lifeblood of any successful economy, so let's patronize this U.S.-owned company to ensure that the necessary profits are there to pay higher American wages. Supporting Element Electronics now could be instrumental in the company's decision about whether it makes economic sense to bring those component manufacturing jobs back to America as well.

Hubbell Electric Heater Company

Address: PO Box 288, Stratford, Connecticut 06615-0288

Website: www.buytankless.com

E-mail: info@hubbellheaters.com

Phone: 877-649-8589

How to buy: Please visit the website.

If your home is like most other homes across America, chances are that you have a standard-tank water heater that holds anywhere from 40 to 120 gallons. But when you need a new water heater, whether it's because your old one rusts out or you're purchasing a new home, the best thing to do is to buy a tankless water heater. And the best one on the market is the one from Hubbell Electric Heater Company at www.buytankless.com.

Buying a tankless water heater from Hubbell is the patriotic thing to do because its water heaters are 100 percent made in the USA with 100 percent American parts and labor. Imagine the powerful, positive impact it would make if every home and business had an efficient Hubbell tankless water heater. The demand on our country's energy grid would be significantly reduced. This would lower the chances of leaving us without power during the hot days of summer or the cold days of winter.

How? Think of all the homes across America with standard-tank water heaters with 40 to 120 gallons of water being constantly re-heated and on standby, waiting for someone to take a shower or get around to another load of laundry. And millions of gallons of water are being heated on and off all night while we sleep at the same time that we are demanding even more power to heat or cool our homes.

If we all had a tankless water heater from Hubbell, we would only require power to heat our water at the precise time that we need it, resulting in savings of up to 40 percent on our water heating bills. And since our quality of life in these days of tight schedules and never-ending deadlines is enhanced by doing things more efficiently and at a lower cost, getting an electric tankless water heater from Hubbell is an easy decision to make.

But what makes Hubbell a better buy than the others? For starters, the company simplifies your life by offering installation services across the USA,

making it easy to start saving money with a new Hubbell tankless water heater. The technology in the Hubbell tankless water heater was developed in conjunction with the National Aeronautics and Space Administration (NASA), resulting in a new and revolutionary heater control system, which ensures that you get reliable and continuous hot water delivered at a constant temperature.

Although you may not have heard of Hubbell until now, the company has been in business for over 90 years making large commercial and industrial water heaters, including most of the water heaters onboard U.S. Navy ships. Now the company makes a residential electric tankless water heater and has successfully installed tens of thousands of units now operating in homes across the USA.

And since these water heaters are about the size of a typical phone book, just think of the extra floor space and storage space you'll have in the garage for your tools, bicycles, lawn mower, and more. Besides the benefit of reducing your energy consumption, a tankless water heater stops the cycle of constantly removing huge tank water heaters destined to be dumped in America's landfills.

There are many more common-sense reasons to check out an electric tankless water heater from Hubbell, and you can view them on the website. But perhaps there's one more thing to keep in mind before you do: you wouldn't leave your car running all day or your steam iron or toaster on just because you might need to use them in the next several hours. The hot water heater in your home or business should be no different. By getting an efficient electric water heater from Hubbell, you'll have hot water on demand at your command!

Jacob Bromwell

Address: 2910 S. Hardy Drive, Suite 104, Tempe, Arizona 85282

Website: www.jacobbromwell.com

E-mail: info@jacobbromwell.com

Phone: 800-683-2626

How to buy: Please visit the website and Ace Hardware stores.

It was way back in 1819 that Jacob Bromwell was established, and that makes it America's oldest housewares company. That's right, for nearly two centuries Jacob Bromwell has been manufacturing authentic kitchen, camping, and fireplace products in America.

Throughout all of those years, it has played its part in making America's economy a prosperous one. The company knows that making things here is how to do it, and so it has always kept its manufacturing on America's shores. That's one reason that Jacob Bromwell definitely deserves consideration from patriotic consumers.

For your kitchen, Jacob Bromwell makes authentic flour sifters, colanders, pie plates, cookie sheets, cooling racks, funnels, hand graters, rotary ricers, flat shredders, and popcorn bowls. In short, if you want it for your kitchen, Jacob Bromwell will have it.

And if your family enjoys spending quality time together around the fireplace, you'll definitely be interested in Jacob Bromwell's products that let you keep your family fireplace well maintained. On the company website, you can check out fireplace shovels, dustpans, flue stops, and pipe collars, all made in America, of course!

Maybe your family prefers quality time outdoors. Maybe you enjoy sitting together around a campfire. For those family outings and camping trips, Jacob Bromwell's extensive selection of campfire products is worth checking out. On the website you'll find everything from authentic campfire ovens to popcorn poppers and chestnut roasters to frontier frying pans and pyramid toasters. It even has an old-fashioned mini grill, an Ohio BBQ skewer, and that camping classic, the tin cup.

Jacob Bromwell established his company and began making things in America a mere three years after Thomas Jefferson famously said, ... *experience has now taught me that manufactures are now as necessary to*

our independence as to our comfort... That was in 1816. Fast-forward all the way up to 1972, when the Republican Party platform stated, *We deplore the practice of locating plants in foreign countries solely to take advantage of low wage rates in order to produce goods primarily for sale in the United States.* By that time, Jacob Bromwell had already been producing in the United States for over 150 years, avoiding the temptation to off shore production all along.

More and more Americans today deplore the practice of outsourcing solely to take advantage of selling to the American market while undercutting American producers who proudly employ American workers. Few American companies have exclusively employed only Americans for longer than Jacob Bromwell has.

But if that is not reason enough to patronize a patriotic company like Jacob Bromwell, here are two more: it backs up its handcrafted products with a lifetime guarantee and ships orders over \$100.00 for free. You can even sign up online and get monthly specials e-mailed right to your inbox.

As patriotic Americans consider the ongoing and consistent trade deficits that have become so commonplace to America's economy (we last ran a trade surplus in 1975), many wish that our nation would do more to expand manufacturing across the country and return to the days when we actually exported more products than we imported.

One way to create more manufacturing jobs is to direct your consumer dollars toward the companies that already produce in America, allowing them to expand their businesses even further and hire more American workers. In my mind, we should give preference to the companies that have proven their dedication to the American workforce over several years and are truly proud to produce in America.

What's the best way for patriotic consumers to exercise our power? It's to vote with our dollars and channel those dollars to companies that have kept America working, growing, and prospering. And aside from almost 200 years of making excellent housewares products, that's what Jacob Bromwell is all about.

Jamark Laboratories

Address: 4282 Brockton Drive SE #D, Grand Rapids, Michigan 49512

Website: www.jamarklabs.com

E-mail: jamark@jamarklabs.com

Phone: 888-252-6275

How to buy: Please visit the website and watch the QVC channel.

Many times throughout this book, I've featured smaller companies that often are based online and whose products or services aren't available in stores. And many times this is the easiest, least expensive, and most convenient way to find and buy American-made products.

But this doesn't mean that I mind featuring larger companies that make all of their products in the USA and have the luxury of their products being available in hundreds of stores across America!

One such company is Jamark Laboratories. Its Surgeon's Skin Secret formula is available in many different varieties of healthcare products. Jamark Labs has over 10,000 square feet of factory space in Grand Rapids, Michigan, where American workers make skin care and bath and beauty products; first aid and personal care products; and remedies for eczema, psoriasis, and diabetes.

Jamark Labs' products have been featured on QVC since 1997, and president and founder Jim Kaiser has been a regular guest on the popular shopping channel for over a decade. How's that for the success of a family-owned and operated business committed to keeping American workers employed?

Your skin care needs are met with Jamark's beeswax moisturizers, creams and lotions, lip balms, manicure/pedicure formulas, as well as fragrances, soothing face conditioners, and daily refreshing spray for men.

Bath and beauty needs are met with Surgeon's Skin Secret shower gel, shampoo, conditioner, natural soaps, facial scrubs and cleansers, moisture gel, moisture mist, and aloe mint toner.

And when it comes to natural first-aid formulas, Jamark Labs sells time-tested natural formulas like bee pollen canker aid and natural Blue Stop arthritis formula. If you need temporary relief of discomfort due

to minor burns, sunburns, chapped skin, non-poisonous insect bites, or minor itching, try the Porter's Liniment Salve products. And by the way, Jamark's formulas are not tested on animals, so you can be sure that no honorable principles are compromised in the development or testing of its products.

Jamark President Jim Kaiser has over 30 years of experience in the healthcare and pharmaceutical industries, and he understands the needs of today's value-conscious consumer. Jim is committed to bringing his current and future customers low-cost healthcare formulas that actually work, and he is able to reach over 90 million American homes through his QVC show.

The original item, Surgeon's Skin Secret, was developed by a plastic surgeon in Grand Rapids, Michigan, during the early 1950s. At the time, he was only using this formula in his practice. It was Jim Kaiser's and co-founder Mark Oberlin's goal to bring this wonderful formula to the public. And with sales of over 2,000,000 of their Surgeon's Skin Secret products, they've clearly succeeded. Not only that, Jim's QVC show is viewed in Canada and the United Kingdom, so with these over-the-border and overseas exports, Jamark Labs is helping to reduce our burgeoning trade deficit by exporting American-made products.

Having such a large facility will allow Jamark the freedom to expand its product line in the future. That tells me two very important things: Jamark Labs is not only committed to high-quality, low-cost healthcare products, but it is also committed to keeping company production in the great manufacturing state of Michigan.

Since rising from a mere 400 square-foot office space in its humble beginnings, we can only hope that this American company will continue to increase production, and therefore, domestic employment. So pay a visit to Jamark Laboratories' website at www.jamarklabs.com and consider aiding that expansion by patronizing its fine American products.

Kentucky Cutting Boards

Address: 1508 Schuff Lane, Louisville, Kentucky 40205

Website: www.kentuckycuttingboards.com

E-mail: jennifer@kentuckycuttingboards.com

Phone: 502-439-8851

How to buy: Please visit the website.

Over a casual glass of wine, amid the falling leaves of a beautiful Kentucky autumn, the idea for this patriotic American company was born.

It was 2006, and Bill and Jennifer Adams were relaxing in their backyard after a day of work at their flooring sales and manufacturing company. Their Louisville showroom was a place that customers loved going to. It was as warm and inviting as the colors of the natural woods they offered, and being there for even just a few minutes, people knew that they wanted their homes to have the warm feeling that only wood can provide.

A large part of the Adams' business had developed into flooring inlays and medallions. Created from a variety of domestic and exotic woods, customers fell in love with these inlays the minute they saw them. They loved the rich colors and the unique look of the inlays and patterns.

Bill and Jennifer were aware of this strong response from their customers, and they wondered what other home products they could create using American hardwoods. The key, they realized, was to think of something that incorporated those lovely hardwood inlays into a practical product.

Over that glass of wine they went over a list of ideas, and right there, in their backyard, they had an *aha* moment. Cutting boards! And just like that, Kentucky Cutting Boards (KCB) was born.

From there, it was a matter of deciding which simple, yet iconic, designs to use. Knowing that they wanted designs that would radiate the same warmth that their flooring customers had come to love and appreciate, their search led them to the many designs that you'll find on the website. Included among them are the fleur de lis, nautical star, sea turtle, African fish, ladybug, wine bottle, and of course, since this is

Louisville, which is the home of the Kentucky Derby, there's an inlay horseshoe and a horse head design too.

In fact, the first decorative inlay to become a hit was the horse head design. If you log onto the website www.kentuckycuttingboards.com, you can see how beautiful this horse head inlay looks on a cheese board made of Striped Maple or American Cherry.

All of KCB's cutting boards are handcrafted in Louisville, Kentucky, using local, sustainable-yield hardwoods (Maple, American Cherry, or American Hickory), and they all support the region's hardwood industry. Stamped on the side or back of every board is the company's signature horseshoe brand, which identifies your piece as an authentic Kentucky Cutting Board.

If you're looking for a uniquely American gift idea, KCB's wide range of options is perfect for engagements, weddings, housewarmings, the holidays, and many other occasions as well. But do you really need a reason to buy something that's handsome *and* practical? Not really, and from breadboards and cheese boards, to bakers boards and cutting boards, to the classic lazy Susans, these boards are not simply beautiful and practical, they're also reasonably priced.

The cheese and artisan breadboards feature rawhide handles, making it easy for you to hang up and display your cutting board. And why wouldn't you want to show off your Kentucky Cutting Board? To be sure, these cutting boards serve a specific function in your household, but they're also works of art, made by a company that has a particular appreciation for wood-crafting, as well as the Americans who have been carrying on that tradition and skill for many generations.

Liberty Tabletop

Address: 94 East Seneca Street, Sherrill, New York 13461

Website: www.libertytabletop.com

E-mail: greg.owens@sherrillmfg.com

Phone: 315-264-5810

How to buy: Please visit the website.

Silverware is one of those items where an over-abundance of cheap, Chinese-made products proliferate the shelves of retail stores across America. Many Americans believe, and understandably so, that American-made flatware simply isn't available anymore, especially since Oneida closed its last stateside factory nearly ten years ago.

Fortunately, Americans have a choice in this area, one that means that they don't have to set their tables with Chinese-made tableware anymore. Thanks to Sherrill Manufacturing (the company that manufactures Liberty Tabletop silverware), all of us can sit down to a meal with flatware manufactured in upstate New York.

An American-owned company, Sherrill Manufacturing produces attractive flatware at equally attractive prices, and logging on to the website www.libertytabletop.com lets you check out each design. All patterns are designed and manufactured in Sherrill, New York, at a plant that has a history of producing quality flatware for over a century. So when it comes to tableware, Liberty Tabletop is the true American choice.

In October of 2003, Oneida announced it was closing its Buffalo, New York, plant. (At its peak, this factory employed 2,500 workers.) About one year later, it followed with another announcement. This time Oneida told of plans to close its Sherrill, New York, factory. That's when Sherrill Manufacturing stepped in and took over, saved jobs, and now turns out high-quality American flatware.

With Liberty Tabletop, you get quality, heavy-gauge stainless steel flatware. Using the highest-quality nickel 18-10 chrome stainless steel, which it does on all products, provides increased luster and enhanced resistance to staining over less expensive stainless grades like 18-0.

The fine folks at Liberty Tabletop know that producing in America helps to keep our fellow country men and women employed and our

country moving forward. In an industry where previously there were no American-made producers, this company has taken a gutsy gamble in its commitment to the American worker. We have the chance to make an equally strong commitment. Using the power of our pocketbooks, we as American consumers can prove our commitment to the American worker through our patriotic purchases.

Liberty Tabletop didn't just pick up where Oneida left off when it stopped production. Liberty took efficient steps to shorten the supply chain in order to offer more attractive prices to the consumer. In fact, you are invited to shop and compare similar products found in traditional retail outlets.

Liberty Tabletop has nine distinct patterns to choose from, and for the baby and toddlers in your life, there is a Baby Liberty line too.

The Liberty people are so confident of the products and process coming out of the Sherrill, New York, factory that all of the flatware patterns are backed by a 25-year manufacturer's warranty. If during the life of the product it fails due to a manufacturing defect, you can return it for replacement. And, any order can be returned within 30 days for a full, no-questions-asked refund. Right now, orders over \$100.00 come with free shipping.

If you're looking for new flatware, consider the high quality and truly American choice of Liberty Tabletop at www.libertytabletop.com. Every time you sit down to a meal and pick up your knife and fork, you'll be reminded that you've played a part in keeping a resurgent American industry alive and thriving. For some reason, that just makes a meal taste better.

Little Giant Ladder Systems

Address: 1198 North Spring Creek Place, Springville, Utah 84663

Website: www.littlegiantladders.com

E-mail: customerservice@ladders.com

Phone: 800-453-1192

How to buy: Please visit the website.

One of the most inspiring reasons for writing this book is that it gives me the opportunity to tell patriotic consumers about American products that they may have been looking for but struggling to find and feeling frustrated in their efforts. Another reason is the real joy I get in discovering new American products and sharing them with people, which was the case a few months ago when it became obvious that I needed a new ladder.

My old wooden stepladder just wasn't safe to use anymore. So I went to some local hardware and home-improvement stores in my area and looked for a replacement. The ladder that I wanted to buy had to be American-made, of course, and I certainly wanted a high-quality ladder that wouldn't wear out so easily like my last one had.

That's when I found out about a company called Little Giant Ladder Systems and the website at www.littlegiantladders.com. I bought my own Little Giant ladder and got everything I wanted and more.

First, my Little Giant ladder is designed, engineered, and assembled in the USA, so I satisfied my most important goal in replacing that worn-out, one-application stepladder of mine. Second, I wouldn't be surprised if it doesn't last forever (as long as it's well-cared for). And third, it's actually 24 different ladders combined into one extremely convenient system!

The best place to buy one is right off the Little Giant company website at www.littlegiantladders.com, where you can look at the ladder description and make sure that the ladder you're looking at is made in the USA.

Not all Little Giant ladders are made in America, but as long as you get one of the Alta-One models or the Little Giant Xtreme ladder, you'll get the 24 ladder applications I mentioned earlier, so there's really no need to consider an imported, single application ladder like a stepladder.

Little Giant Alta-One ladders come in three models: Model 13, Model 17 (I bought this one), and Model 22. The number that accompanies the individual model represents the total extension height of the ladder.

Little Giant Alta One ladders feature aircraft-grade aluminum construction (the lightest extension ladders of their kind on the market) and are rated to hold up to 250 pounds (on each side).

Since my Alta-One Model 17 ladder extends up to seventeen feet, I didn't have to worry about buying a separate extension ladder. My new Little Giant ladder took care of that application.

Safety is another terrific reason to consider one of the Little Giant Alta-One ladders. Since so many ladder accidents involve using the wrong type of ladder for a particular job, it just makes sense to not limit the things you can accomplish by being stuck with a single-function ladder.

Little Giant ladders are also portable and they take up a lot less space than any other ladder you've owned in the past or might own in the future. My Alta-One Model 17 collapses all the way down to under five feet for easy storage.

Aside from their super storage abilities, these ladders are also versatile! The Little Giant Alta-One ladder can be used as an A-frame ladder, a staircase ladder, a 90-degree ladder, an extension ladder, or for scaffolding. That's why it simply doesn't make sense to buy any other ladder.

You can easily spend well over \$100.00 for a standard stepladder, and that's all you get. One ladder, one application, and most likely imported. But if you want a multi-application ladder, one that is a lifetime-lasting ladder, and one that's engineered, designed, and assembled in the USA, then do what I did and check out the Alta-One or Xtreme ladders at www.littlegiantladders.com.

Manchester Wood

Address: PO Box 180, 1159 County Route 24, Granville,
New York 12832

Website: www.manchesterwood.com

E-mail: service@manchesterwood.com

Phone: 800-660-6930

How to buy: Please visit the website.

When you're in the mood (and in the market) to buy furniture, it makes sense to not only buy it for reasons that matter to you but also for reasons that matter to the health and prosperity of our country. If you're reading this book, I bet we're in agreement on that. Something else we'll probably agree on is that it makes pure economic sense to purchase furniture (and anything else you buy!) from an American producer, plain and simple.

Who was it that once revealed that the foreign producer *contributes nothing to the support, the progress, and glory of the nation*? Oh, that's right. It was our 25th President, William McKinley. And recently, I came across a furniture company that would certainly back up McKinley's belief. This company produces only in America, and not just because the owners know it matters to an increasing number of American consumers but also because it matters to them. The company is Manchester Wood.

The folks at Manchester Wood know the many reasons that their American-made processes and preferences matter. These include:

1. Furniture that's solidly manufactured by American workers with extra attention to detail, quality, and durability.
2. Furniture that's built using eco-friendly timber from American hardwoods: White Ash, Soft Maple (also known as Red Maple), and Red Oak.
3. Lumber that's all purchased under National Hardwood Lumber Association (NHLA) grading rules, which issues guidelines highlighting concerns about the amount and size of knots, wane, color, sap, and length and width of board.

4. Lumber that's bought is also certified green or eco-friendly by the Sustainable Forestry Initiative (SFI). Strict SFI standards include auditable monitoring of timber/wood flows, product labeling, and prohibition of any timber that is illegally harvested.

Manchester Wood goes the extra mile by making its quality furniture in America using American workers who have years of experience under their tool belts. And it goes even further by making furniture that goes beyond the standard acceptable processes in being certified in so many ways.

Of course, beyond all these significant benefits behind buying its furniture, Manchester Wood knows that you have got to love the furniture you see. And it is confident that you will by browsing the products online or by visiting the store in Granville, New York. Manchester Wood crafts all of its furniture in a 66,000 square-foot factory situated on 23 acres.

Indoors or outdoors, for home or for work, Manchester Wood's furniture adds comfort and style to any setting. Its solid wood furniture features glass top, home office, slate-top, traditional, shaker, mission, contemporary, wood desks, accent tables, and outdoor collections.

Are you in the market for a media center, a bookshelf, a cabinet, or a coffee table? Manchester Wood has it. A sofa table, an end table, a side table, a storage table, or a telephone table? Yes, it has those too. Looking for an entertainment console or secretary desk? Manchester Wood carries them. How about a shaker desk or a work/laptop desk? What about a microwave cart or a television cart? A baker's rack, a magazine rack, an Adirondack chair, or a rocking chair? Manchester Wood has them all. The selection, which you see is quite extensive, makes buying American as easy as I always hoped it could be and should be. I bet that's one more thing we're in agreement about.

Manchester Wood manufactures solid wood furniture and accessories that are distributed through premier furniture stores, mail order, and online catalogs as well as at www.manchesterwood.com. When you visit Manchester online and see the pictures of its super solid wood furniture, I'm confident that you will want to learn more about this company that makes furniture the right way right here in America.

Peterboro Basket Company

Address: 130 Grove Street, Peterborough, New Hampshire 03458

Website: www.peterborobasket.com

E-mail: Please use the online form on the website.

Phone: 603-924-3861

How to buy: Please visit the website and the factory outlet store.

Any time I discover a website that displays the words, *Proudly Made in the USA* right up front on its home page, I get the feeling that I've come to the right place. And these are precisely the words I found on the Peterboro Basket Company website at www.peterborobasket.com. You'll want to visit the website yourself, because when you do, you'll see a selection of well over 100 baskets. You can order over the Internet or by calling the toll-free number.

All Peterboro baskets are made in Peterborough, New Hampshire, where the family-owned and operated company has been making baskets for 153 years.

For example, if you're looking for a way to organize and beautify your bathroom area, then check out the Peterboro hygiene caddy that holds two tubes of American-made toothpaste (such as Colgate Total or Tom's of Maine) and up to four American-made toothbrushes (such as Oral-B).

Looking for a way to organize and beautify your kitchen area? Then how about a Peterboro napkin basket, countertop organizer, utensil caddy, tissue box, or small fruit and vegetable basket?

Looking for a way to organize your home office or computer area but don't want to buy one of those cheap, Chinese-made plastic organizers at one of those big-box office supply stores? Check out Peterboro's file basket to store important files or papers. Or consider one of the home office ensembles that make it easy to store your pens, pencils, business cards, and American-made Scotch tape.

Are American-made Peterboro products going to cost more money than all that foreign-made cheap stuff you can pick up from your local retail outlet? Of course they are, but they're also better quality.

But I'd like you to consider this: aren't we Americans always supportive of spending a little extra for worthy causes? I believe that spending a bit

more to keep more Americans on the job is a worthy cause that is worth the extra money. The Giving USA Foundation says that charitable giving in the U.S. rose by 4 percent in 2011 compared with 2010, although it was \$11 billion below the 2007 record when charitable giving surpassed the \$300 billion mark for the first time in history as the economy continues to recover.

By spending our consumer dollars with companies like Peterboro, even when American products cost a little more, you are giving the gift of employment to a fellow American. And when you shop with Peterboro, this type of giving gets you a fantastic American-made basket in return!

Peterboro features wine baskets, waste baskets, knitting baskets, magazine baskets, laundry and storage baskets, patriotic baskets, picnic baskets, pie baskets, bicycle baskets, and even pet baskets. And many baskets come with fabric liners and plastic protectors to help keep your product looking like new.

Peterboro is the oldest company still making baskets in the U.S., and if you are ever in New England, up there in the beautiful state of New Hampshire, you can visit the gift shop/factory outlet. Peterboro doesn't give factory tours, but you can view a six-minute online video to see the basket-making process.

Peterboro baskets are made from Appalachian White Ash (harvested from New Hampshire, Maine, and Vermont), which is the same hardwood used to make baseball bats and axe handles. Solid brass nails are used to prevent rusting, the hardware is brass coated, and every Peterboro basket comes with a limited lifetime warranty.

Even if baskets aren't on your shopping list right now, I would still suggest that you visit the website www.peterborobasket.com. You just might be encouraged to see an American company that's been proudly making its products in the USA for such a long time and has no intention of stopping.

Rada Cutlery

Address: PO Box 838, Waverly, Iowa 50677

Website: www.radacutlery.com

E-mail: customerservice@radamfg.com

Phone: 800-311-9691

How to buy: Please visit the website.

I've heard from a lot of people that it's becoming more difficult to locate American-made cutlery, utensils, bakeware, and other kitchen accessories when they're out shopping at retail stores. What I tell them in response is to try shopping online instead. And if they choose to do so, the best place to go on the Web for kitchen cutlery and much more is exactly where I went, and that is www.radacutlery.com. Rada Cutlery is American owned, based in Waverly, Iowa, and all of its products are proudly made in the USA.

Rada has been making fine kitchen knives and utensils since 1948. Its cutlery is made of surgical-quality, high-carbon stainless steel, and its environmentally-friendly, cast-solid, satin finish aluminum handles make it comfortable and easy to use.

Browse the website for paring knives, steak knives, bread knives, carving forks, and ham slicers. Look further if you're a meat or cheese lover because you'll find a desirable knife for meat and cheese too. And if you're concerned about keeping your cutlery super sharp, Rada's the place to go since it offers an American-made knife sharpener as well.

Rada's range of cutlery is remarkably broad, and it has other utensils, including vegetable peelers, party spreaders, ice cream scoops, pizza cutters, spatulas, and food choppers. Want your knives organized together rather than individually? Then take a look at Rada Cutlery's American-made Oak Block Sets and stoneware including pie plates, loaf pans, rectangular bakers, and baking stones.

The kitchen in my house is full of products from Rada Cutlery, and it's nice to know that if I discover that I need something that I don't have, it is likely that Rada will have it available on the website. I'm a firm believer in making an extra effort to support smaller companies like this one that

employ Americans out of the sheer pride that they feel from making their wares in the United States.

The reason that we normally don't see these smaller companies' products in retail stores is often because they don't have the corporate horsepower, if you will, to attract retailers' attention. Plus, they can't constantly sell their products at rock-bottom prices that some retailers demand to satisfy their drive for excessively-higher profit margins.

This is one reason that many patriotic consumers have trouble finding American-made goods in retail stores. Back in 2004, import tariffs were levied against Chinese bedroom furniture to help protect our domestic producers, and many (not all) furniture retailers fought this tooth-and-nail since carrying cheaper Chinese furniture means higher profits for them.

The fury over furniture led to laughable rhetoric by certain furniture retailers. One such statement regarding tariffs went like this: *tariffs interfered with their constitutional right to import*. The real truth was more about not caring whether American workers moved from assembly lines to unemployment lines. Luckily, that attempt to read something into our U.S. Constitution that isn't there was promptly dismissed by a judge.

It's easier for big retailers to work with well-known brands, even though most of those brands make their products offshore, than to take a chance on a smaller company like Rada.

But when we, the consumer, deal with Rada Cutlery, we won't be taking *any* chances, not with Rada's lifetime guarantee. That's right. Rada will replace any product manufactured by the company that is returned due to defects in either materials or workmanship.

Even though big retailers haven't yet decided to carry quality Rada cutlery, fortunately, many independent sellers and a wide variety of owner-operated stores have.

So why not make Rada Cutlery your supply source for every utensil or accessory you will likely ever need for your kitchen? In doing so, you'll ensure that everything is American-made, and you'll keep more Americans working at the same time.

The Wilson Bohannon Company

Address: 621 Buckeye Street, PO Box 504, Marion, Ohio 43301-0504

Website: www.padlocks.com

E-mail: wbco@padlocks.com

Phone: 800-382-3639

How to Buy: Please visit the website.

I'd be willing to bet that at one time or another, just about everyone has needed or used some sort of lock or padlock. Maybe it's to lock up your gear at the gym or the YMCA, maybe to lock up your bicycle, your tackle box, your toolbox, or perhaps the shed in your backyard, the one that contains all of your gardening tools. Are you beginning to think that there might be more uses in your life for a padlock than you previously imagined?

Before you decide to head down to the hardware store to pick up a padlock that could likely have been made in China or Mexico, I suggest that you consider a company that I have used when I want to keep the things that are of value to me safe and secure. That company is The Wilson Bohannon Company, and you can check it out at www.padlocks.com.

There is a significant amount of American history behind this American company, as it has been making locks since back in Abraham Lincoln's day. All of Wilson Bohannon's locks are 100 percent made right here in America. No foreign parts. No foreign brass or steel. Pure American metal.

The Wilson Bohannon Company began producing locks in 1860, making it the oldest family-owned padlock company manufacturing padlocks in America today. Recently, it celebrated 150 years of continuous manufacturing, and if that's not a big enough feather in its cap, here's another one: it is still owned and proudly led by the seventh generation of the Bohannon family.

On the website, you can view a wide variety of locks for various applications. Need a padlock that's rustproof and weatherproof with shackle clearances from $\frac{5}{8}$ " to 8"? Wilson Bohannon has got it. And locks are available in brass, steel, and stainless steel.

Each lock can be customized and stamped with your name, company

name, or logo. The non-customized padlocks that I have purchased personally feature the Wilson Bohannon logo on one side and an engraved American flag on the other, with *Proudly Made in America* displayed underneath.

Any questions you might have can be answered by Wilson Bohannon's knowledgeable, American-based professionals. There is no outsourcing of customer service for Wilson Bohannon, which is something that is greatly appreciated by its customers and employees.

On The Wilson Bohannon Company website, there is a page that describes ten key reasons to buy a lock from the company instead of the competition. Check out number ten. The site proudly states, *Since 1860, Wilson Bohannon has been protecting American industry with quality solid brass padlocks.*

Sure, there are other companies that make a certain number of their locks in America, but there are none that I know of that make them only in America and certainly none that have been making *Locks since Lincoln*, as Wilson Bohannon's popular slogan goes.

There you have it. You don't have to buy a foreign-made lock to keep your belongings safe and secure. Wilson Bohannon locks may cost a little more, but just think of it as an investment in your country.

As Americans, we enjoy a lot of benefits by being citizens of this great country. But if we never make the investment, we won't continue to reap those benefits. And the best way to invest in this country is with our consumer dollars at the stores (or in this case, on the web).

So invest in America by keeping the purchases you've made safe with an American-made lock and key, and keep more American jobs here by buying locks made by The Wilson Bohannon Company.

Union Built PC

Address: 716 Bradley Road, Unit A, Ocean City, Maryland 21842

Website: www.unionbuiltpc.com

E-mail: rudy.koch@unionbuiltpc.com

Phone: 877-728-6466

How to buy: Please visit the website.

Electronics. Specifically, computers. Can't live without them, can't stand the frustration of trying to buy American when shopping for them. In this one large area, the challenge feels almost insurmountable.

If you want to buy a computer that wasn't made in another country, don't waste your time going to the big-box stores searching for one. It's more than likely that no American workers were involved in the assembly process.

And caring about American workers involves more than just caring about which country's workers put your computer together. It's also caring about which country your customer service calls are routed to when you have a computer question, concern, or comment.

Fortunately, shopping for a new computer can now also mean buying American. That's because there's a company called Union Built PC which is my source for computer systems assembled in the USA...and at attractive prices. And, when you call Union Built PC to place an order (like I did) or ask questions about your computer (as I did), you'll talk to an American employee, who not only understands your computer but also understands you (and vice versa). If there's ever an instance where you need technical assistance, your call will also be answered in America.

Perhaps you're wondering why Union Built PC computers, like mine, are assembled in the USA, which means a product can have a combination of foreign and domestic parts, and not made in the USA, which means it was all or virtually all made here with American parts and labor? The answer is because all computer companies get the majority of their components from other companies, and it's not up to them where these components are made.

For example, Intel makes some of its processors in America, but not all of them. Unfortunately, a small computer company like Union Built

PC can't demand that a corporate heavyweight, like Intel, rearrange its logistics system so that the processors it makes (which go into Union Built PCs) are sourced solely from the United States. In fact, no computer company can make such a demand.

But for Union Built PC customers there is comfort that we can all take. We know that regardless of whether we're looking for desktop computers for our homes or our businesses, whether we're using them for entertainment or productivity, and whether we're buying refurbished ones or customizing them exactly the way we want them, our computers will be assembled by American workers only.

For me, patronizing an American-owned company was very important when choosing a computer on which to perform all my written work advocating the Buy American cause.

Making a quick trip to Best Buy or other big-box stores that carry computers will ensure that you will be surrounded by foreign-owned computer companies like Acer, Asus, and Gateway (Taiwanese owned); Fujitsu, Panasonic, Sony, and Toshiba (Japanese owned); Lenovo (Chinese owned); and Samsung (Korean owned).

Even if you were to buy a computer from an American company, it's highly unlikely that that computer would be assembled in the USA. With Union Built PC, it's 100 percent certain.

If you're in the market for a desktop or a laptop for any purpose, contact Union Built PC or visit the website www.unionbuiltpc.com. When an American customer service representative answers your call, ask how Union Built PC can create an American-assembled computer, one that will fit all of your needs, whatever they may be.

Versa Products

Address: 14105 Avalon Boulevard, Los Angeles, California 90061

Website: www.versatables.com

E-mail: service@versatables.com

Phone: 800-416-3961

How to buy: Please visit the website.

If you have a home office like I do, work for an organization that uses office furniture, or know people who do, you owe it to yourself to check out the extensive line of high-quality, American-made products available at www.versatables.com.

One thing I can tell you about this company is that even though it sells to business owners who operate small businesses, as well as large American (and foreign) corporations and everyone in between, Versa goes to great lengths to make sure that its customers are completely satisfied with any and all of its all-American products.

The extensive list of American-made products available from Versa Products should cause every patriotic consumer and American business owner to take notice. At www.versatables.com, you'll find basic computer tables for as low as \$185.00, which can be accessorized with other American-made items like sliding keyboard drawers and CPU holders.

Can you even recall the last time you saw a computer accessory, like a power strip, made in the United States? American-made power strips are available at www.versatables.com. The only products that Versa sells that are not made in the USA are office chairs.

Versa has American-made adjustable classroom tables and desks, split level adjustment tables and desks, downview tables and desks (where monitors are recessed into the desktop for ergonomic, clutter-free spaces), and revolution tables and desks, as well as computer racks in different sizes.

The Versa Products catalog can be viewed or downloaded online, and you'll notice that Versa has drafting and art tables; carts and pedestals for medical, diagnostic, printing, and filing purposes; classroom podiums; and wall-mounted laptop computer stations.

Should you order any of the impressive products from Versa, you'll be in good company. Versa Products counts over 70 colleges and hospitals, over

100 corporations, several government agencies and non-profits, and every branch of the U.S. military as satisfied customers.

I was particularly happy to see the list of foreign-owned corporations that are customers of Versa Products. That means that at least some of the U.S. dollars that consumers used to support foreign companies found their way back to an American company to pay American workers.

Versa uses only the highest quality (American-sourced) 14-gauge steel beams and laminated wood surfaces, and all the manufacturing is done at its Los Angeles facility. Nothing is outsourced, which translates into outstanding quality. Even Versa's customer care team is in-house and operates under the same roof in the same facility as the manufacturing team.

Versa Products was founded over ten years ago and invites every potential consumer, and every potential customer, to ask the question, *Why wouldn't you buy American?* After all, the company was founded upon timeless American virtues and standards like high quality, reasonable pricing, smart design, eco-conscious manufacturing, and complete customer control from start to finish on every order. Versa even offers a lifetime warranty on all products, and the 30-day return policy gives you plenty of time to fully consider your purchase. If you decide to return your order, you'll be credited with a full refund.

As I look at my own furniture and accessories around the office from which I am writing this book, I know that I will be adding my own company to Versa Products' long list of customers, which now numbers over 45,000. Can that many people who bought American and were happy with their purchase be wrong? Not likely. And it's not likely that we would be making the wrong choice if we diverted our buying dollars away from foreign-made office furniture and accessories to American-made office furniture by Versa Products.

Making simple and common-sense choices like these by purchasing at www.versatables.com means more American jobs, more happily-employed American workers, less stress on the environment, and more prosperity for the American economy.

Chapter 4

Food and Beverages

American Tuna

Kona's Chips

Tito's Handmade Vodka

USA Coffee Company

U.S. Grown

American Tuna

Address: 4364 Bonita Road, #331, Bonita, California 91902

Website: www.americantuna.com

E-mail: nataliewebster@americantuna.com

Phone: 866-817-0497

How to buy: Please visit the website and Whole Foods Market.

If you're like me and you love tuna, there might be a couple of reasons that you have felt a little constrained in enjoying it as often as you would really like.

First, it seems that the tuna found in grocery stores is often caught off the coast of Thailand or some other distant country. Second, you may have a concern that tuna contains very high levels of mercury. This leaves tuna lovers everywhere forced to consume tuna in moderate amounts, at most.

Well, here's some good news for all of us who have been avoiding tuna when we would rather be enjoying it. There is an American source for tuna. More good news? This American source also puts to rest any health concerns that you might have.

The company is simply, and appropriately, called American Tuna. And in this more domestic-friendly, health-conscious consumer environment, it is finally getting the recognition it deserves.

American Tuna's albacore is caught, canned, and distributed by American fishermen off the North Pacific coast, and the company is comprised of six fishing families from San Diego, California. Its pole-caught, small albacore tuna is hand-filleted and hand-packed in BPA-free cans. Once in the can, American Tuna steam-cooks the tuna with no added water, oil, soy, or fillers of any kind. Simply stated, American Tuna is the best canned tuna you'll ever eat.

And the tuna is becoming easy to find as well. A growing number of restaurants, delis, and smaller natural stores around the country are turning toward American Tuna to make sandwiches and stock shelves. And there is a good chance that you'll even find it at your neighborhood Whole Foods Market too.

You can also do what I do, which is order it by mail from the American Tuna website at www.americantuna.com. Buying American Tuna will cost a little more, but the benefits, both to your health and your country, are many. The U.S. Tuna Foundation, founded in 1976, points out that canned tuna is low in fat, rich in certain vitamins and minerals, and is so high in protein that one six-ounce can yields one-third of the recommended daily amount of essential omega-3 fatty acids.

You'll also be supporting the first, and only, tuna fishery to be certified by the Marine Stewardship Council (MSC) because American Tuna meets MSC environmental standards for a well-managed and sustainable fishery. An independent, global, non-profit organization, MSC's role is to recognize, via a certification program, well-managed fisheries and to boost consumer preference for seafood products bearing the MSC label of approval.

What about all the talk of those unsafe tuna mercury levels? Let's look at typical albacore, which likely contains those unsafe mercury levels. First, the tuna is older, reaching a life span of over 40 years. It makes sense when you think about it. The older the tuna gets, the more time the body has had to accumulate mercury. Also important to know is that tuna fish migrate to warmer Pacific waters where higher mercury levels are common.

Now let's look at American Tuna's albacore. The fish are smaller, meaning that they are younger, which means that they have ingested less mercury. In fact, the mercury levels in these younger fish are at minimal trace levels, and in some the levels are completely non-detectable. What else? They live in the colder Pacific waters, where lower mercury levels are typical, and that's where American Tuna's albacore is hook-and-line caught.

I can personally attest to the fantastic taste of the tuna from American Tuna, and I would recommend it to any fellow tuna lover. If you really like tuna, you'll never want to buy any other brand ever again.

Kona's Chips

Address: 1872 Ackley Circle #11, Oakdale, California 95361

Website: www.konaschips.com

E-mail: info@konaschips.com

Phone: 800-808-2072

How to buy: Please visit the website.

When Americans talk about their families, they're not always just talking about Mom, Dad, Junior, and Sis. Often they bring their pets into the conversation too. And just like their human loved ones, health and safety are of primary concern when it comes to their four-legged family members. For that reason, giving their pets food that is safe and won't cause any long-term ill health effects is foremost on the minds of pet lovers.

Regardless of whether you own a pet, there's a good chance that you've heard about the problems with tainted pet food from China. Long-term effects on animals who consumed this food include ongoing illnesses, some as serious as kidney failure, and in some instances, death.

So how can you be sure that when Sparky sinks his teeth into a treat, it's going to be one that has been produced, processed, and packaged in America? And how do you know that when Lucky happily devours her little delicacy, it will contain only healthy ingredients?

If you buy your doggie treats from a company called Kona's Chips, you'll never have to worry again. If you want an exceptional brand of dried chicken jerky treats for dogs, Kona's is the place to go.

The owners of Kona's Chips started the brand in 2007 after their beautiful black Pomeranian, Kona, became ill from eating dried chicken breasts that were imported from China. At six months old, Kona had become somewhat addicted to the Chinese-made chips.

Although Kona's breeders had assured his owners that he would be fine if he didn't show any ill effects from the Chinese chips, Kona eventually became ill, had no energy, and began refusing all food, except for the highly addictive Chinese-made chips.

Fortunately, this story has a happy ending. With a lot of love, patience, and care (along with Pedialyte and water forced through a syringe), and no more chips from China, Kona made a full recovery.

It was at this point that Kona's owners began searching for an all-American treat that was safe and worry-free, one that was 100 percent made in the USA from start to finish. When they didn't find one, they shifted their focus and began making their own dog treats. And they knew exactly where to start, with 100 percent USDA-inspected chicken. In a few months, they had an all-American product that Kona was wild about, and with it came all the assurances of health and safety that they, and pet owners everywhere, were hoping for.

Kona's Chips are safely made in America from 100 percent USDA human-grade, boneless, skinless chicken breast with no preservatives and is the same chicken that is delivered to grocery stores and restaurants from a major California poultry producer.

Kona's Chips' facility is located across from an old Hershey's facility in Oakdale, California, that closed when Hershey's moved operations to Mexico. But where Hershey's won't employ American workers, Kona's Chips will! And with the company's expansion to produce Kona's Katz, Chicken Krispies, and Hearts and Bones (chicken and sweet potato biscuits), more Americans are working at the company than ever before.

What can you do as a loving dog owner to protect your pet? First, you can avoid the three simple words *Made in China* when displayed on dog food or treats. Second, you can visit www.konaschips.com to purchase authentic, all-American chicken jerky treats that are healthy and safe for your dog. Chances are that once little Sparky and Lucky try them, they'll love them too.

Tito's Handmade Vodka

Address: 8119 Exchange Drive, Austin, Texas 78799

Website: www.titosvodka.com

E-mail: Please use the online form on the website.

Phone: 512-243-2755

How to buy: At thousands of liquor stores or through wholesalers on the Internet.

When considering your liquor options, you have a choice that you might not be aware of. It's also a great choice if you want to buy the best, buy American, and you want to stock vodka in your liquor cabinet, all at the same time. If this sounds like you, Tito's Handmade Vodka is an absolute necessity.

The story behind this award-winning American product is just about as compelling as they come. The founder and owner of the brand, Tito Beveridge (yes, his real name), is wholly self-taught, not simply in the art of distilling vodka, but distilling it into a quality that has elevated it to competition-crushing status. Tito's Handmade Vodka didn't just surpass the quality of most of the vodkas on the market, or the most popular ones, or the priciest ones. It surpassed them all!

The good news is that you don't have to be a spirit connoisseur to enjoy this vodka. I'm sure that Tito would tell you that his primary target market has always been the everyday American who just enjoys good vodka: every day, most days, some days, on weekends, or on special occasions.

The owner and founder of this superb vodka has degrees in geology and geophysics, but it was during the time that he worked in the mortgage business that he started making flavored vodkas for his friends at Christmas. What a unique American gift to be given for Christmas presents!

Unfortunately, when he took his flavored vodkas to liquor stores, there weren't many takers, as liquor store owners pointed to the dust collecting on the existing stock of vodka already lining their shelves. Make the vodka so it was smooth enough to drink straight, many of them said, and they might take a liking to Tito's flavored vodkas.

The best way to make sure that your product is the best as compared to your competitors is to sample all of them and then work to make yours a cut above. And that's exactly what Tito did. He bought all the vodka brands, tasted all the vodka brands, narrowed them down to the top two, and then made his vodka so that it was better than both of them.

After turning the credit lines of nineteen credit cards into \$88,000, Tito built his own production still and created his vodka business. After several continuous cycles of making and selling his vodka (and sleeping next to the still in between) he received a call from the World Spirits Competition. So Tito sent in a couple of bottles of his vodka to enter the competition and came away with a double gold medal when competing against 72 vodkas from around the world.

Tito sold his first case of vodka fifteen years ago, and today you don't have to look too hard to locate this award-winning brand in your local liquor store. Just go to the website at www.titosvodka.com, click on the *Find Tito's* tab, select your state, and do the search.

Alternatively, you can have this top-notch vodka mailed to you by ordering it through an authorized wholesaler on the Web.

Tito's Handmade Vodka is made entirely from corn (mostly from the American Midwest, but all American nonetheless) and is also completely gluten-free. It's nice to know that Tito's success in selling his vodka has come largely through word of mouth, garnering awards, and very minimal advertising.

It's refreshing to know that there is a refreshing liquor that is proudly 100 percent American and is privately owned. According to the website, this is one company that has no plans to go public, which means that the ownership will remain in American hands. Fortunately, the hands of Tito's staff (upwards of 20 people) make the best handmade vodka around.

USA Coffee Company

Address: 300 NW 70th Avenue, Suite 106, Plantation, Florida 33317

Website: www.usacoffeecompany.com

E-mail: ted@usacoffeecompany.com

Phone: 888-581-8310

How to buy: Please visit the website.

If you're like most people, you probably figure that buying American-grown coffee is just about as possible as buying American-grown bananas. I used to think the same thing, but I found out that wasn't the case when I discovered the USA Coffee Company.

Only American workers and American jobs are involved when you buy any of the numerous kinds of coffee from the USA Coffee Company, which sources all of its coffee from the Aloha state of Hawaii. From the growers, pickers, packers, and shippers to the freight, delivery, packaging, and materials, the USA Coffee Company is true red, white, and blue from tree to cup.

And since the workers are union employees, you can be sure that they are well represented and their concerns for safety and working conditions are addressed. As you enjoy your coffee to either get you going in the morning or keep warm on a cold winter night, you won't have to conveniently ignore the possibility that the beans for your coffee were harvested by poverty-stricken workers in third-world countries living in cardboard shacks.

I must admit that I haven't personally sampled USA Coffee for myself since I'm not a coffee drinker. But I can tell you that out of all of the people I know who have tried it, every single one of them has told me that they thoroughly enjoyed this coffee. And there are plenty of flavors to choose from in a variety of sizes and packages.

USA Coffee Company's All American Union Roast, All American Classic, and 100 percent American Kona and Maui coffees, as well as the many flavored coffees, come in eight-ounce, twelve-ounce, and even five-pound bags. Or, if you would like to sample a little of each variety, try the Hawaiian Sampler Pac.

USA Coffee Company was established with the goal in mind to roast only coffee grown in the USA instead of importing coffee beans like other coffee companies do that merely roast them here. Only 1 percent of the world's coffee is grown in Hawaii, and anyone who isn't lucky enough to visit that beautiful state most likely doesn't know that some of the best coffee in the world is becoming a major crop on the Hawaiian Islands. The coffee crop is now replacing the pineapple crop, which has largely gone to Mexico.

Even USA Coffee's canvas tote bags are made in America, because USA Coffee Company has gone the extra mile to make sure that you are buying American when you buy any of its products. So if you aren't sure if your current coffee mug is made in this country, then you might look at one of USA Coffee's several stoneware and acrylic mugs.

You can even choose to order chocolate-covered espresso beans as well as chocolate covered spoons in several flavors. You won't see these fine American products in stores, so be sure to visit the website at www.usacoffeecompany.com.

As I mentioned above, I'm not a coffee drinker, but what I didn't mention is that I like to drink tea instead, and I'm happy to say that I still order Hawaiian iced tea from USA Coffee, which is also delicious, of course!

Consumers wanting truly American coffee, here is an alert for you: if you see a coffee label that says either Kona Blend or Hawaiian Blend, take note, because in most cases that coffee will consist of no more than 15 percent Hawaiian beans. USA Coffee Company beans, however, are 100 percent grown in Hawaii.

So if you truly want American coffee (or American teas for tea drinkers like me) the best place to go is www.usacoffeecompany.com.

U.S. Grown

Address: PO Box 130, 6165 Richardson Road, Williamson,
New York 14589

Website: www.usgrown.com

E-mail: usgrown@usgrown.com

Phone: 315-483-0100

How to buy: Please visit the website.

George Washington was not just our first president, he was also one of the first to advocate a Buy American policy, but it wasn't only his actions as president that strengthened America's economy. His personal decisions benefitted the American economy as well. In the 1760s, Washington's lone cash crop was tobacco, most of which he exported to England, and he relied on an agent to use most of the profits to purchase imported finished goods.

Eventually, Washington fashioned his own personal declaration of independence from England. This came about as a result of Washington being unable to audit his agent's activities and being unable to determine if he was being treated honestly. He switched from raising and exporting tobacco to raising corn and wheat, which were sold to local merchants.

Then he used his profits to buy finished goods from American craftsman. In his historical farewell address, Washington declared, *There can be no greater error than to expect or calculate upon real favours from nations.*

Even though the volume of imported food has tripled in the last ten years, the percentage of food imports subject to FDA inspection has actually decreased. According to Rufus Chaney, a research agronomist at the USDA, *It's the luck of the draw, not preparation that's protected us.* If that's true, then we had better do something to protect ourselves before our luck runs out. Food-related illnesses already cost the American economy nearly \$7 billion annually.

So what steps can we as consumers take to ensure that the food we consume, and beverages like apple juice, comes from U.S. sources? A perfect place to start would be to pay a visit to www.usgrown.com. The mission of American-owned U.S. Grown is quite simple. It is to show

consumers that they have a choice to purchase food products grown in the United States.

U.S. Grown was founded by Clifford DeMay, who was previously a Farm Division Manager for American-owned Seneca Foods. What is evident from the statement on its patriotic-style labels is that U.S. Grown believes that to in order to survive, a nation must feed itself. It is devoted to reviving and preserving U.S. agriculture through a campaign focused on food labeling. Its desire is to make consumer selection easier by giving consumers the ability to choose 100 percent U.S.-grown products.

In today's more globalized economy, it's important that our country once again focus on being self-sufficient in agriculture, as Washington did in our nation's infancy. Certainly, citizens in other countries also agree with the premise of agricultural independence. South Korean union activist Oh Jong Ryul led a hunger strike protesting the free trade agreement between the U.S. and South Korea, and he said, *It is a right for a country to feed its own people and a right for a country to produce its own food.*

More than half of all apple juice imported into the United States now comes from China. That's up from a mere 1 percent a decade ago. And what about all that garlic powder in our spice racks? About half of that comes from China too.

If we truly want homegrown food products, we need to ask for them from America's retailers. Only then will they see the benefits in stocking their retail store shelves with domestically grown food.

At www.usgrown.com, you'll see canned goods like U.S. grown peaches, pears, green beans, sliced carrots, sweet peas, whole kernel corn, and mixed vegetables. And that apple juice I mentioned before? Well, you can buy premium apple juice, from U.S. grown apples, from U.S. Grown.

From food to toys and beyond, now is the time to buy American. It is also the time to reject products from China. Not just because so many are potentially dangerous and our health is at stake, but also because our standard of living, and our sacred national independence, are at stake too.

Chapter 5

Toys

American Plastic Toys

Kathy's Kreations

Toys of USA

American Plastic Toys

Address: 799 Ladd Road, Walled Lake, Michigan 48390-0100

Website: www.americanplastictoys.com

E-mail: toys@americanplastictoys.com

Phone: 800-521-7080

How to buy: Please visit the website and the other retailers and websites listed on the website.

There are many American companies in many different industries whose entire line of products is American-made. Some of them are mentioned in this book precisely because of that fact. But what is particularly comforting (and pleasantly surprising) is when you discover a major U.S. company that fulfills that description and does so in the toy industry, an industry in which the majority of its competitors are producing overseas. That's exactly the case with American Plastic Toys.

Since 1962, American Plastic Toys has been manufacturing safe, durable, and quality toys in the United States and currently operates five facilities in Mississippi and Michigan. Its expansive product line includes over 125 different items ranging from a simple sand pail to an entire play kitchen.

With all of the Chinese toys recalled over the years, it's reassuring to know that every product made by American Plastic Toys is tested for compliance with applicable safety standards by at least one independent U.S. safety-testing lab. Additionally, all of the plastic that American Plastic Toys uses is purchased in the USA, and the colorant molded in all of its toys is approved by the FDA for use in food packaging and is purchased domestically.

Hand-in-hand with being American-made comes something else that I like about American Plastic Toys, and that is the outstanding customer service. If you have questions or concerns about any of its products, you can call toll-free from anywhere in the United States, and an American customer service representative will be happy to address what's on your mind.

If you think that tracking down products made by American Plastic Toys is going to be difficult, you couldn't be more wrong. In fact, it's quite

the opposite. The toys from American Plastic Toys are easily found in a wide range of popular stores, such as Toys “R” Us, Walgreens, Dollar General, Family Dollar Stores, Meijer’s, and Kmart. If you want the complete list of stores that carry American Plastic Toys, it is available on the website at www.americanplastictoys.com.

American Plastic Toys assembles fully 100 percent of the toys in its product line right here in the United States, and a majority of the components used in assembly are either molded in its stateside plants or acquired from other U.S. companies.

Less than 4 percent of the total toy value content is imported from the Far East, and most of this small percentage is comprised of fasteners and sound components. Only one-quarter of the toys in the product line have any imported components at all, and none of them are painted with or include phthalates, which are being phased out of many products in the United States, the European Union, and Canada due to health concerns.

Well over 90 percent of all toys sold in America today are made in China, where violations of child labor and human rights laws run rampant and where children under what we consider a legal working age are routinely forced to work twelve hours a day or more. Since there are very few, if any, safety, pollution, or environmental controls in China, these young children, who should be in school, are instead working hard in what we Americans would consider unhealthy sweatshop environments.

We can easily avoid the trap of buying toys for our kids that are made by kids in other countries by buying American-made toys. These are toys that we know are made under acceptable and humane conditions right here at home by an impressive American company, American Plastic Toys.

American Plastic Toys really does it right and does its part to keep Americans working and American kids happy and healthy!

Kathy's Kreations

Address: Camp Verde, Arizona

Website: www.kathyskreations.com

E-mail: info@kathyskreations.com

Phone: 602-547-8760

How to buy: Please visit the website.

From time to time, when gift-giving time comes around, it can be hard enough to spot something that is unique and that will really make a special impression on the gift recipient, and when you add to that the desire to have it be made in America as well, it seems almost impossible.

Back in 2004, I found out about an American-owned company that makes stuffed animals in America, addresses the concerns listed above, and will definitely make a big (and I do mean big) impression on anyone on your gift list, regardless of the occasion or time of year.

Kathy Dryer founded Kathy's Kreations in Phoenix, Arizona, in 1983, the website www.kathyskreations.com came online in 1997, and customers from coast to coast have been delighted ever since.

The enthusiastic endorsement of Kathy's clients is indicative of the quality of Kathy's artistry and creativity. With clients such as the Smithsonian Institute, Universal Studios, the Department of the Interior, and National Buffalo Museum, you can rest assured that you are going to get top-notch quality design and detail where the true soul of the animal shines through.

At www.kathyskreations.com, you'll discover ducks, foxes, Dalmatians, cheetahs, cougars, polar bears, panda bears, buffalo, elk, Clydesdales, giraffes, sharks, rattlesnakes, squirrels, and even a brontosaurus. Are you getting the idea that there is a lot of variety to be viewed on this website? And we aren't just talking about realistic soft sculptures of lifelike animals here, either. Kathy's Kreations also has uniquely handcrafted trophy mounts, pillows, golf club covers, and even bearskin rugs. Kathy is committed to continuing to expand this already diverse inventory to give customers more items to choose from than they can get anywhere else.

Kathy personally makes each of the 200 animal designs in her collection. Her ultra-realistic, lifelike creations have been used in plays on Broadway,

and Kathy currently works with advertising agencies, as well as television and movie studios, when they need animals for stunt doubles and stand-ins. That's because they realize that no one else has the talent to so well capture and visualize the animal's soul in the design.

Kathy got her start as an artist working with jewelry, ceramics, and paintings, but she switched to making stuffed animals soon after her son was born. Creating unique stuffed animals led to craft shows, which then led to retail stores placing orders. From there, Kathy built her customer base with word-of-mouth advertising (the only kind of advertising she does), fabricating creations that are perfect for showing your loved ones how much you love them on birthdays, holidays, and more.

You'll pay a little more for high standards that bring exceptional quality found nowhere else, but you'll also get strict attention to detail that only Kathy's designing and handcrafting offers. You will not get this type of quality from any overseas producer, regardless of the company. Kathy even hand-dyes and shapes the eyes of the animals, which is consistent with her goal of ultimate realism in everything she makes.

Kathy's Kreations displays large photographs of each item on the website along with, in many cases, multiple views to better acquaint the consumer with the size, shape, and detail of any item you might consider. It is Kathy's sincere intent to deliver a product to the consumer that is as close as possible to what is shown in the online photo. However, as with any individually, non-mass marketed item, no two creations are exactly alike.

If you are looking for an answer to that age-old (and irksome) question, *What do you get the man or woman who has everything...and cares passionately that products be American-made?* you don't have to look any further than Kathy's Kreations.

Toys of USA

Address: PO Box 5118, Oak Ridge, Tennessee 37831-5118

Website: www.toysofusa.com

E-mail: info@toysofusa.com

Phone: 888-674-9179

How to buy: Please visit the website.

What does Made in USA mean to you? It should mean exactly what it says, right? American-made products with no imported pieces and no foreign assembly. It's encouraging to know that that is just what you will see when you browse the best online selection of American-made toys at www.toysofusa.com.

The laws of this country allow a product to be labeled Made in USA if all or virtually all of it is made here, but that's not good enough for Toys of USA! Despite these laws, owner and founder Melissa Jennings feels that it is her duty and responsibility to reflect the true American spirit of American manufacturing by offering high-quality USA products made by American hands.

At www.toysofusa.com you can browse nearly 500 different American-made toys, so there's no doubt that you will discover something that will delight your infant, toddler, or child, regardless of age. Each product featured in the online store even displays the actual state in which your toy is manufactured, so if your toy happens to be made close to home, you'll know that you're stimulating the economy locally as well as nationally.

Toys of USA carries all kinds of cars, trucks, busses, and trolleys, plenty of trains to keep your kids captivated and motivated for hours, Mary's Softdough made in Oregon (not the Play-Doh you see in stores that is now made in China), play furniture including dollhouses (complete with dolls too!), and castle and cottage playhouses.

You will also find classic American-printed Dr. Seuss books; American-made computer software for infants, pre-schoolers, and older kids; blocks and block sets like K'NEX blocks and Braille alphabet blocks; and classic American favorites like marbles, jacks, jump ropes, and sand toys for your child's favorite sandbox.

Let's talk about all of the teddy bears on www.toysofusa.com. Of course, my favorite is the Patriot Bear, but there are many others to suit many tastes. Then there are rattles and teethingers for babies, kitchen play sets and accessories, green and eco-friendly toys, games and puzzles, and indoor plants and gardening kits. You will even find bath ducks manufactured from FDA-compliant, medical-grade materials that hospitals and dentists trust.

The folks at Toys of USA know that kids like playing outside, and there's plenty to keep them both active and safe, such as soft foam soccer balls, footballs, basketballs, and volleyballs. It also has the classic Wiffle bat and ball sets that I used to play with when I was a kid!

Toys of USA is very thorough when it comes to researching the toys it sells. Everything is guaranteed to be made in the USA. If you suspect that there is an imported part on your toy, and your suspicion is found to be true, your purchase will be promptly refunded or a replacement sent absolutely free.

Owner and founder Melissa Jennings left the corporate world behind to stay home when her first child was born. Then, back in 2007 when so many Chinese products were recalled, Melissa found herself looking through all of the toys at home (her children were nine months and two years old at that time) and throwing away the Chinese ones. A few days later the Today Show ran a segment about how difficult it was to find toys made in America. That sparked an idea in Melissa's mind to start her own business, one that would allow her and her husband to take care of their kids as well as all of the kids whose parents shop at her online store. Five years later, with Toys of USA, Melissa is still looking out for the safety of children everywhere.

I've always said that it's best to spend our dollars at the smaller companies that operate businesses in the United States out of the pure, patriotic belief that it is the American thing to do. The people at www.toysofusa.com definitely fit that description and deserve your patriotic patronage.

Chapter 6

Travel and Outdoors

Exxel Outdoors
Tough Traveler
Worksman Cycles

Exxel Outdoors

Address: 300 American Boulevard, Haleyville, Alabama 35565

Website: www.exxel.com

E-mail: hk@exxel.com

Phone: 205-486-5258

How to buy: Please visit retailers like Target and www.camptoy.com.

For years there has been a long-standing debate as to whether import tariffs are useful in either saving or creating American jobs. In my mind, the debate has been settled. Simple logic tells me that import tariffs actually do both.

Import tariffs raise the access fee for foreign producers to participate in the American market and grab their own share of it. It's like a poker game. If you're sitting at the table and want to share in the same pot as everyone else, you have to ante-up the same amount as everyone else. This makes a lot of sense, and it does when applied to tariffs too. Americans don't ante-up two dollars while Mexicans ante-up two pesos. That wouldn't be fair. In this case, the pot is the lucrative U.S. market. Everyone wants to sell to us.

Instead of lowering taxes on American producers to make them more competitive with foreign producers (which is revenue-negative), we should be raising taxes on foreign producers (which is revenue-positive). In other words, do not lower our standards to theirs. Raise their standards to ours.

Recently, I met Harry Kazazian, CEO of Exxel Outdoors, whose company makes sleeping bags under the brand names Suisse Sport, American Trails, Master Sportsman, and under licensing agreements with Disney, Marvel Entertainment, and Sanrio (Hello Kitty). Exxel currently has a 300,000 square-foot facility in Haleyville, Alabama, which it purchased from Brunswick when it was slated for closure in 2000. Exxel produces about two million sleeping bags a year.

Harry told me, *We strive for Exxel Outdoors to be a role model for other companies who are working to revive manufacturing in the United States and create job growth here.*

Starting in 2007, Exxel added approximately 20 percent more American jobs as it began closing down operations in China with plans to add even more American jobs in 2010 and 2011.

But in October 2009, Exxel discovered that there was a 5,000 percent surge in sleeping bags coming into America from Bangladesh, which unlike China, enjoyed duty-free access to the U.S. market. Bangladesh got its raw materials from China, also duty-free, and was escaping a 9 percent import tariff back then.

Under the U.S. Generalized System of Preferences (GSP) Program, textiles are generally exempt from GSP duty-free treatment. But back in 2009, sleeping bags did not qualify for this exemption, since there was a loophole that did not treat sleeping bags as textiles. Sleeping bags had been removed from the GSP exempt products list in 1992.

In November of 2009, the owners of Exxel met with the U.S. Trade Representative (USTR) and the Department of Commerce. Exxel filed a petition with the Obama Administration in January of 2010, which was denied in June of 2010. Bangladesh then only held a 1 percent share of the United States sleeping bag market. By late 2010, Bangladesh held a 7 percent share.

But in December of 2011, President Obama determined that certain non-down sleeping bags would be removed from eligibility for duty-free treatment under the GSP program because these products are *import-sensitive in the context of GSP*. Republican Alabama Senator Jeff Sessions called the decision to remove the sleeping bags from duty-free treatment *a just outcome*.

Here's the proof of my point that import tariffs both save and create American jobs. The 9 percent tariff on Chinese sleeping bags affords some level of protection. This has helped Exxel plan for a long-term investment strategy and create the most efficient sleeping bag factory in the world in Alabama, where it can actually produce a sleeping bag for less money than bringing one in from China.

So with this example, let's take with us the knowledge, once and for all, that import tariffs have their place in putting Americans back to work.

Tough Traveler

Address: 1012 State Street, Schenectady, New York 12307

Website: www.toughtraveler.com

E-mail: service@toughtraveler.com

Phone: 800-GO-TOUGH

How to buy: Please visit the website.

If you have had trouble finding American-made luggage, briefcases, or laptop carriers like I have, you'll want to take a look at Tough Traveler at www.toughtraveler.com. This fine American company based in upstate New York designs and manufactures all of its products in the USA and has been doing so since 1970.

Tough Traveler makes all kinds of bags and carriers for all kinds of purposes, such as backpacks, child carriers, carry-ons, garment bags, hiking packs, briefcases, computer bags, duffel bags, handbags, medical bags and packs, purses, camera bags, guitar bags, and even pet products.

Whatever it is you need to carry from point A to point B, Tough Traveler has a way for you to get it there. And, of course, all products feature American-made durability, so they're perfect for business travelers as well.

In an era of globalization that seems to result in large and sometimes even profitable companies moving production overseas, it is increasingly important that we support smaller companies like Tough Traveler that are swimming upstream against the tide of ever-increasing foreign imports.

Since these smaller companies don't often enjoy the shelf space at the big-name retailers like the larger multi-national companies do, their growth often depends on purchases from patriotic American consumers and word-of-mouth by those same patriotic consumers.

If you're in the market for what Tough Traveler offers, and who isn't since we all buy and use many different bags and packs throughout the year, why not patronize an American company that has been standing up for what is right and good about America? After all, domestic manufacturing is the key to a prosperous America, not the guaranteed availability of cheaply-made imports.

Just think for a minute of all the foreign-made school backpacks that are purchased each year and all the American dollars sent to foreign producers. If you have children who are going to need new backpacks for the next school year, why not look into an American-made backpack from Tough Traveler?

Since workers in foreign countries pay no taxes to America, that translates into zero funding for the same schools we are equipping our children to attend. It also means zero dollars for library books when our kids need to write research papers, and it means no extra money available for grants or endowments that help send thousands of America's students to college.

Remaining true to its name, Tough Traveler makes some of the most durable and rugged products anywhere. It doesn't matter what it is that you are carrying or where you are going, Tough Traveler has what you need to take it with you.

Tough Traveler products are also very price-competitive. Hundreds of thousands of products have been sold and used worldwide by travelers, hikers, school children, business people, office people, shoppers, and tourists. Tough Traveler even does custom design and custom production for agencies and companies in addition to selling directly to individuals through the Internet.

Ever since Tough Traveler started doing business more than 40 years ago, it has remained true to Made in USA. Even the materials it uses to make its products are widely USA-made.

Although Tough Traveler products can be found in some specialty retail stores, the best way to order is by calling 800-GO TOUGH or on the website at www.toughtraveler.com.

Doing business with Tough Traveler means that you'll also be doing business with an American company that's been awarded an A+ rating with the Better Business Bureau. So you can feel confident that this company will always make sure that you are happy with the quality of your American-made product.

With Tough Traveler, it's good to know that you can securely transport your belongings no matter where you go or how you travel.

Worksmen Cycles

Address: 94-15 100th Street, Ozone Park, New York 11416

Website: www.worksmancycles.com

E-mail: cycles@worksmen.com

Phone: 800-289-2278

How to buy: Please visit the website.

If you've tried to buy an American-made bicycle in the past few years, you've no doubt discovered that it is incredibly difficult, unless, of course, you're willing to pay close to a thousand dollars or more for a high-end model or brand. It seems that the days of going to your nearby sporting goods store or bicycle shop and paying just a couple hundred dollars for an American-made bicycle vanished years ago. Or so I thought.

And then I discovered Worksmen Cycles, a company that's been proudly making bicycles in the USA since 1898, and where, for just over \$300.00, you can actually custom-design your own Worksmen Classic Cruiser.

Worksmen Cycles knows all about the challenges that its industry has faced over the last several decades. Twenty years ago, over ten million bicycles per year were produced in the USA (out of approximately twelve million sold here). Unfortunately today, more than 88 percent of bicycles sold in the USA are imported from China, leaving the remaining 12 percent to all other countries, including the United States. To put it simply and sadly, the number of bicycles made in the USA today is basically insignificant. But that's not to say that Worksmen Cycles is insignificant! Not when you consider this company's contribution to keeping jobs in this country, which it has been doing for over a century.

I would guess that from Worksmen Cycles' point of view, when your company has hand-crafted in the USA for over 100 years, you might not feel motivated to change too much. After all, if it isn't broke, don't fix it, right? Well, not exactly.

Worksmen cycles are proudly made in its solar-powered New York City (Ozone Park) factory, so I guess you'd have to say that it did change something (and for the better) compared to how the plant was powered back in 1898. The factory occupies almost 100,000 square feet, and the

new solar panel energy system on the warehouse roof generates nearly one-fourth of the factory's electrical requirements.

Several years ago, Worksman Cycles made a determined decision to maintain a long tradition of manufacturing bicycles here in America. At the time, most competitors thought Worksman was foolish and old fashioned to think that it could survive producing in America, let alone in New York City. It certainly would have been easier to just close the New York factory and simply become an importer, but it just would not have felt like the patriotic thing to do.

Worksman Cycles takes pride in the higher quality of its bikes over the typical import and is not shy about telling you this. On the website, it states, *To be perfectly frank, if you are looking for ordinary, run of the mill, imported cruiser bikes, shop somewhere else.*

You don't have to spend serious money for a new American bike, but Worksman wants to make it clear that it isn't cutting corners by using anything other than American-made quality to build and assemble your new bicycle.

There's little doubt that the authenticity of Worksman's American manufacturing is part of what has made its quality products so attractive. You will see, however, a few lines of imported bikes on its website (which are not Worksman brand cycles), but Worksman still strongly suggests that you consider its American-made brand bicycles since doing so helps to preserve more American jobs.

And if it's not patriotic enough to keep your manufacturing here in America, Worksman Cycles has gone one step further. A special-edition series that it created benefits the Wounded Warrior Project and honors our country's fighting heroes. Ten percent of the retail purchase price of every bicycle in this made-in-America series is donated directly to the Wounded Warrior Project.

Patronizing Worksman Cycles is good for your budget, your health, the environment, and American jobs all at the same time.

Chapter 7

Buy American Advocacy

Buy American Project
Made in USA Certified
Made in USA Foundation

Buy American Project

Address: PO Box 780839, Orlando, Florida 32878-0839

Website: www.buyamericanproject.org

E-mail: info@buyamericanproject.org

Phone: 888-876-9633

How to buy: Please visit the website.

How can you be an advocate of the Buy American cause, get American-made products in return, and gain a voice in the halls of Congress? How can you join together with other like-minded Americans to help create and influence Buy American legislation?

By joining the Buy American Project!

Why is this new non-profit organization called the Buy American *Project*? We called it the *Project* because we've got work to do! If you've seen some of the anti-Buy American legislation coming out of Congress, then you know this to be true.

Full disclosure: I'm one the founders of the Buy American Project, along with others who are actively involved with making or promoting American-made products with our respective, privately-owned small businesses. When we saw the lack of pro-Buy American legislation and pro-American manufacturing legislation coming out of the House and the Senate, we saw a need to give Americans a united voice behind the patriotic cause that we all believed in. For these reasons, the non-profit Buy American Project was born.

For just \$25.00 a year, you can become a member. At the \$35.00 level, you get a free book; \$50.00 gets you a free bag of USA Coffee; \$75.00 a free American-made American flag; and if you join at \$100.00, you'll get a free American-made pair of jeans. You can even get all four rewards at the \$250.00 level. Generating funds lets us to support Buy American legislation and American jobs at the same time!

What makes the Buy American Project different is that we focus exclusively on Buy American legislation, and we do *not* give money directly to candidates. We encourage all elected officials to enact Buy American legislation, regardless of political affiliation. So, if you're a Republican, your donation won't go to Democratic candidates, and vice versa.

We also have an endless supply of ammunition to tell our legislators why it is in America's best interests to have Buy American-friendly policies in the United States. We've all heard the excuses given as to why we shouldn't have to always feel compelled to patronize our own producers, and we provide bullet-proof answers to counter every single one of them!

So, just who are the founders of the Buy American Project, and how have they been involved in the Buy American cause?

As the author of *How Americans Can Buy American*, I came up with the idea for the Buy American Project in 2011, and I knew just who to recruit to join me in putting this all together. I quickly reached out to people I trusted, people I've known for years, and people who have demonstrated rock-solid commitment to the Buy American cause.

Lawson Nickol founded the All American Clothing Company, which makes jeans, shirts, khakis, and other clothing, all in the United States with American-grown cotton.

Ted Massinello is the president of the USA Coffee Company, which is truly American from tree to cup since all of the coffee beans that the company uses are grown in Hawaii.

In 2008, Nitai Pandya started one of the few brick-and-mortar stores in America that sells only American-made merchandise, American Aisle, and he now operates www.americanaisle.com.

By joining the Buy American Project and adding your voice, you'll make it easier to pass Buy American-friendly legislation through Congress. You'll also be helping us to convince more of our congressional representatives to join the Congressional Buy American Caucus.

Greater awareness among our legislators is the key to stronger Buy American legislation, and that comes not just from e-mails and phone calls, but also from time spent in Washington meeting with our representatives.

Check out the Buy American Project at www.buyamericanproject.org and join today. At the Buy American Project, we do this because of a passionate personal belief that a stronger Buy American policy makes a better United States of America and a more prosperous country for all.

Made In USA Certified

Address: 2385 NW Executive Center Drive, Suite 100, Boca Raton, Florida 33431

Website: www.usa-c.com

E-mail: info@usa-c.com

Phone: 561-279-2855

How to buy: Please visit the website.

As the media continues to report, the dangers of product recalls are real and ongoing. Dog food, drywall, toys, vitamins, milk, and lead paint all have been recalled, and all have a common denominator: they reached us courtesy of foreign countries. But there's a silver lining to this dark cloud, and that is that more consumers are actively reading labels and shopping accordingly. A 2007 Gallup Poll found that 72 percent of Americans are paying heightened attention to the country of origin when making a purchase.

The American consumer has spoken loud and clear. According to the same Gallup Poll, 94 percent of Americans would pay more for foods grown or produced in the United States.

What's the next, natural step? Having those products we seek out and buy certified as either manufactured or grown in the United States. That is the exact idea behind Made in USA Certified, which is a place where American consumers get peace of mind and American businesses get to strengthen their brands by building loyalty and trust. For businesses with these goals, and a deep commitment to keeping jobs in the United States, Made in USA Certified is the place to go.

The criterion to qualify for a Made in USA Certified seal is pretty straightforward, and here it is:

- Products must be verified as having their core components manufactured or grown in the United States of America, as well as having 100 percent of their assembly conducted in the USA.
- In the case of consumables (human and animal), 100 percent of the core components as well as 100 percent of the assembly must be performed in the United States of America.

To qualify for the Service in USA Certified™ Seal:

- A business must demonstrate that all labor is provided exclusively from within the United States of America.

Made in USA Certified clients paint a colorful picture of some really terrific American companies, from service companies, such as The Whole Brain Group (smart web design and social media strategies), to familiar domestic manufacturers like the All American Clothing Company and Tough Traveler, which I have featured in this book.

Testimonials that you can read on www.usa-c.com are from companies that went through the certification process, and they're happy they did. Lingerie design and manufacturing firm Hanky Panky, burn-care product maker WaterJel Technologies, and the Franklin Instrument Company all believe that being certified by Made in USA Certified is invaluable. When people search online for truly USA-made products, this certification is a way that they know that these companies are honest and compliant.

Membership benefits of working with Made in USA Certified are many, and access to other Made in USA Certified companies is a big one, as partnering with them helps expand business opportunities. When companies share a passion for consumer patriotism, working together means working better. Once your Made in USA Certified Seal is granted, another member benefit becomes clear. This is a fantastic way to differentiate your company from the competition.

And since Made in USA Certified complies with U.S. federal laws and regulations, should the Federal Trade Commission (FTC) ever question your Made in USA claim, Made in USA Certified will provide all associated documentation supporting your product(s) or services claim.

So if you own a company, work with a company, or know of a company that wants to add value to its brand and give its consumers peace of mind, consider giving Made in USA Certified a long, hard look. In this increasingly cutthroat global economy, where profit all too often takes precedence over what's best and safest for the American marketplace, Made in USA Certified is trying to do right by the American consumer.

Made in USA Foundation

Address: 11950 San Vicente Boulevard, Suite 220, Los Angeles, California 90049

Website: www.madeusafdn.org

E-mail: chairman@madeusafdn.org

Phone: 310-MADE-USA

How to buy: Please visit the website.

One of the premier organizations in America that advocates Made in USA is none other than the appropriately-named Made in USA Foundation, and you can find out all about it at www.madeusafdn.org.

Joel Joseph, chairman of the Made in USA Foundation, has worked for many years in the Buy American industry and has a long list of achievements that have worked for the betterment of U.S. manufacturing and the U.S. economy as a whole.

For example, the Made in USA Foundation was instrumental in the development and passage of the American Automobile Labeling Act, which required all new cars and trucks to display on the window of the vehicle where it was assembled, the percentage of domestic content, and where the engine and transmission were made.

The Made in USA Foundation also worked tirelessly for many years on passage of the Country of Origin Labeling (COOL) legislation, which requires grocery stores to display country of origin information on fresh produce, meat, chicken, and fish. COOL also requires labeling that informs the consumer if fish is farm-raised or wild-caught.

Consumer patriots would do well to visit the foundation's American Mall section of its website to browse a very inclusive and significant list of American manufacturers and their products.

A strong economy doesn't create itself through invisible hand, free-market policies, of course. There has to be an intelligent and organized national strategy to create demand for products made in the U.S., crafted by American consumers, workers, and artisans across all industries.

Without strong demand for American-made goods, jobs will continue to move abroad to other nations with lower human rights standards and less quality and safety oversight. Without a strong jobs strategy, every time

our economy stumbles, it will be that much more difficult to regain our national footing.

The Made in USA Foundation, which is dedicated to promoting American-made products, invites you to create demand through your actions, both as a consumer and as a pro-American citizen.

Joel Joseph invites you to become a member of the Foundation if you agree with its mission to both create and restore good-paying jobs in the USA along with a sustainable, environmentally-sound, and healthy economy.

Whether you're the owner of a business, involved with your local union, or an interested patriotic consumer, there are various kinds of memberships to consider.

You can even monitor the annual Made in USA Awards ceremony in Los Angeles, California, that honors superior domestic manufacturers for their commitment to making their products in the USA, which gives all patriotic consumers a good idea of which companies are paying attention to patriotism as well as profit.

The Made in USA Foundation also posts monthly publications on its website that keep concerned Americans engaged with current events as they relate to the Made in USA issue.

Made in USA Foundation chairman Joel Joseph has written many books about American-made products and American manufacturing, which are available on the website as well.

So if you support American-made products and American manufacturing at just about any level, you will want to learn more about the Made in USA Foundation, which has worked to craft important legislation and publish important information that has made the American economy much stronger than it otherwise would have been.

Chapter 8

E-Commerce Websites

American Aisle

America's Virtual General Store

Choose Made in USA

Made in USA Forever

Made in USA Products Store

Patriot

The Union Shop

American Aisle

Address: 4 East Rollins Road, Round Lake Beach, Illinois 60073

Website: www.americanaisle.com

E-mail: sales@americanaisle.com

Phone: 847-740-6633

How to buy: Please visit the website.

Have you ever strolled down the aisle of a retail store and wondered why it didn't have an American aisle, one where the shelves are stocked with only American-made goods?

You don't have to wonder anymore, because now there's an entire online store of aisles where nothing is made anywhere else beyond our American shores. It's appropriately called American Aisle, and you can check out the website at www.americanaisle.com.

American Aisle actually opened as a brick-and-mortar store back in 2008, before the economic downturn, and jumped through all the hoops to get things done properly. The presentation to the bank manager was a hit, securing an official loan approval. Then came the financial crisis. The bank that American Aisle originally used to secure the loan was bought by another bank, which refused to make good on the previous guarantee.

So American Aisle's owner, Nitai Pandya (from India), and his partner, Mia Kenig-Bujnarowski (from Poland), went ahead and opened a smaller store in Round Lake Beach, Illinois, with the funding Nitai already had.

People sought out the store from all over the country, some of them crying at the thought of an actual store where everything was made in America (with the exception of Nitai and Mia that is).

A Chinese-American reporter from a Chicago Fox News station who did a story on American Aisle described it like this: *Everything in this store is made in America, except people! I'm from China, Nitai is from India, and Mia is from Poland! That's the beauty of America.*

After American Aisle was up and running and American-made goods were flying out the door, Nitai needed more inventory (and more funding to secure it).

The Small Business Administration (SBA) agreed to guarantee 90 percent of whatever a bank would lend. Nitai had the other 10 percent, and everything was fine, except that during the financial crisis, there was no credit in the market and no bank would lend. Without access to credit, the American Aisle brick-and-mortar store had to close, even though American Aisle was no longer just an abstract proposal, had a track record of brisk sales, and the SBA had given its guarantee after seeing such a successful store.

Ninety percent of American Aisle's inventory base is purchased from small businesses across America. These businesses are surviving in this increasingly cutthroat competitive economy not only due to their ingenuity, creativity, and passion, but also because of dedicated and patriotic shoppers like you.

If you visit www.americanaisle.com, you'll see kitchen and glass products like bakeware, cookware, and rolling pins from Ohio and Texas; tools like wrenches and screwdrivers from Illinois and Wisconsin; wooden toys and games from Vermont and Kansas; leather products from North Carolina; and pottery and balsam products from Maine.

I recently bought a set of patriotic rhinestone earrings for my wife. She loves them because they go so well with the patriotic rhinestone bracelet I bought her previously from American Aisle.

American Aisle also carries Fractiles, a toy I bought for my nephew last year, and one that the Parents' Choice Organization gave the Parents' Choice Silver Honors Award. It's a challenging toy *designed to entertain and help children develop universally ethical attitudes, and rigorous standards and skills*. My nephew loves it!

American Aisle is still looking to re-open as the brick-and-mortar store it was before. It is still hoping that someday banks will do their duty and lend like they are supposed to in order to help hard-working Americans who probably have their accounts at those same banks!

I hope that with the economic recovery (or even before, if there is a bank out there with some common sense that will lend), American Aisle will return as a brick-and-mortar store and once again fill those American aisles with American-made products for patriotic consumers everywhere.

America's Virtual General Store

Address: 2922 Armbrust Road, Washington Court House, Ohio 43160-0953

Website: www.americasvirtualgeneralstore.com

E-mail: contact@americasvirtualgeneralstore.com

Phone: 740-277-5741

How to buy: Please visit the website.

If you typically shop online on Cyber Monday, you are part of an increasing shopping trend that continues to outpace the figures from the year before.

Another exciting trend to watch, and perhaps be a part of, is the presence of e-commerce sites that sell only American-made goods. If you participate in the advancement of the Buy American cause, this is good news. It's even better news if you happen to be employed by a company whose products are featured on an e-commerce site.

One such site to visit is www.americasvirtualgeneralstore.com, where everything is made in the USA.

In 2008, America's Virtual General Store founders Joe and Ginger Watkins had a vision of a virtual general store modeled after the old general stores that dotted America's small towns and rural byways in the past century. The old general store was a one-stop shop where customers could purchase food items, dry goods, hardware, farm equipment, or order other items from a catalog.

For many communities, they were also the social gathering spot. This was where news was shared (and gossip was spread), gas tanks were filled, mail was picked up, and lots and lots of decisions were made. America's Virtual General Store does not sell gasoline or serve as a Post Office, but it *does* endeavor to re-capture the flavor of the old time general store, and I think it succeeds.

When I logged on to America's Virtual General Store, I was delighted by the wide range of products made by American manufacturers that I wasn't even aware existed. Take a company like Lamson & Goodnow, which has been around since 1837, making it the oldest cutlery manufacturer in the United States. And think about this. If you buy your eating utensils from

Lamson & Goodnow, you'll have a lot in common with our 18th President. That's right, Ulysses S. Grant had a 62-piece dinner set produced for him by Lamson & Goodnow.

No site committed to the Buy American cause would be complete without selling American-made flags, and the company whose flags America's Virtual General Store proudly sells is Annin Flagmaker. Annin has been around for so long that when the company was first established, our nation's flag had only 24 stars on it.

By visiting www.americasvirtualgeneralstore.com, you can browse a vast array of items; jewelry and handcrafted goods; accessories like purses, gloves, and socks; leather goods including shoes, boots, and belts; home décor items like candles, blankets, and throws; pet supplies like collars, toys, and accessories; and apparel for everyone from baby all the way up to mom and dad and grandma and grandpa. The list of things available at America's Virtual General Store keeps on going, and is so much more extensive than what I've mentioned here.

One feature of the website that I think is just great is the blog, which features in-depth information about its manufacturers, and if you're interested (and who wouldn't be?), you can even view the Federal Trade Commission's *Complying with the Made in USA Standard* criteria online.

The folks at America's Virtual General Store are proud of America's history and traditions, and they are proud to be American-owned and selling 100 percent American-made products. They know that buying American is something larger than we are as individuals and larger than mere currency. Buying American is about healing our economy, keeping Americans employed, and jump-starting the engine of America's prosperity. That's why e-commerce sites that sell exclusively American-made products like America's Virtual General Store are more important now than they've ever been before.

Choose Made in USA

Address: 965 Dukes Road, White Pine, Tennessee 37890

Website: www.choosemadeinusa.com

E-mail: beckyrehorn@choosemadeinusa.com

Phone: 888-254-6592

How to buy: Please visit the website.

One of the cherished freedoms that we have in America is the freedom to choose.

And when it comes to shopping, you have the freedom to choose American-made products or imported products. Each time you make that choice, you also make another one. You choose to contribute to a better America or to America's economic downward slide. Every purchase produces paychecks. The question is, will that paycheck be produced for an American worker in this country or a foreign worker in another country?

We can either buy products made in America that have the potential to bring our unemployment rate down and put Americans back to work, or we can buy imports that will send America's wealth abroad to workers in foreign countries.

One thing is for sure. When it comes to the ability to buy American, awareness is the key. We may have the best intentions in the world, but if we aren't aware of how to actually find and buy American products, our honorable intentions are sure to be diminished. Today, that all-important awareness is much easier to come by with an interesting e-commerce website that sells only American-made products. Appropriately enough, it is called www.choosemadeinusa.com.

At Choose Made in USA, we get to make informed decisions about which American companies and which American entrepreneurs to encourage and patronize. These are the people who decided to take a risk to help make a stronger American economy. These are the companies that are hiring American workers instead of workers overseas, and by doing so, these are the companies that are keeping American dollars in America.

The all-American Choose Made in USA website was launched on Veterans Day of 2011 and features many American-made items in several

categories. Included among them are patriotic products, holiday items, books, clothing, products for the home, office products, sports/outdoors items, and toys. It is especially fitting that this e-commerce site was launched on Veterans Day because that's a day when Americans everywhere proudly fly the American flag.

But should we only fly the American flag on patriotic holidays? At www.choosemadeinusa.com you will see several products that give you the chance to display your patriotism every day of the year. These days, ordering online is easy and more popular, and with the guarantee that there are no foreign-made products on the site, it is also quite a time saver.

A people-led economic recovery is the belief system that's behind Choose Made in USA. As any economist will tell you, two-thirds of all economic activity in this country is comprised of consumer spending. Americans can only be as affluent as consumers as they are wage earners.

What's great about www.choosemadeinusa.com is that it has developed a platform that gives the American entrepreneur the opportunity to sell his or her products through the American marketplace. This means that no company (no company that makes its products in the USA, that is) will be blocked out of the American marketplace due to the buying practices of big-box stores whose main focus is on the largest profits. Unfortunately, those large profits are usually obtained by the big-box stores by the purchasing and re-selling of imports.

Our freedom of choice (to purchase Made in USA products from the majority of large retailers) is often hindered due to one common practice: buyers at those big-box stores make product availability choices for all of us. This simple practice, which is the basis of accepted retail buying practices, means that the population ends up purchasing only what is made available by these retail chain-store owners.

So whenever you choose to exercise America's cherished freedoms, make sure you consider exercising the freedom to sustain American workers, American wages, and American jobs and prosperity. One of the best ways to do that is to shop on patriotic websites like www.choosemadeinusa.com, where you'll find a wide range of American-made choices.

Made in USA Forever

Address: 915 Calle Amanecer, Suite K, San Clemente, California 92673

Website: www.madeinusaforever.com

E-mail: todd@madeinusaforever.com

Phone: 888-861-0365

How to buy: Please visit the website.

We aren't the drones retail stores think we are, and those that look at us as such aren't deserving of our support. What do we expect when we say, in effect, 'I hate what you stand for in carrying so many imports, but here's my money anyway.' That's what Todd Lipscomb, who is the founder of the e-commerce website www.madeinusaforever.com, has to say when talking about retailers who are the primary gateway through which imports infiltrate our economy.

Todd thinks that there are things that we consumers can do to reinforce the national momentum toward American manufacturing. One is to influence retailers to carry American-made goods. Another is to influence Washington to vote for manufacturing-friendly legislation. Finally, we need to put our money where our mouths are and buy American when we can because it does make a difference.

At his company, www.madeinusaforever.com, there are over 3,000 American-made products to browse through. That's an impressive number, and what's even more impressive is that it's always increasing, so don't think that one visit to the website will reveal everything that will ever be available. I could give you a long list of American-made jeans, shorts, shirts, blankets, and toys that can be found on the website. But when it comes to the wide range of products offered, what surprises me are all of the made-in-America goods I've struggled so hard to locate that were right there on the website. Even things that I hadn't sought, I happily found in the made-in-USA variety.

Ever wondered where you might find an American-made wallet or possibly an American-made pillow? It's doubtful you'll see either in most retail stores, but on this website you'll find both. If you're looking for cushion insoles to put an extra spring in your step, don't buy the Chinese-made

Dr. Scholl's insoles at a retail store. Get the Ener-Gel cushion insoles from the website www.madeinusaforever.com to slip inside your American-made SAS or New Balance shoes!

You'll not only get free shipping on select items, but it's likely that your order will go out to you the next business day. That's because most of the inventory is stored on-site, as opposed to your order just being passed onto someone else to ship at a later date.

The story of the events leading to the founding of the website is an interesting one. Owner Todd Lipscomb was making a good salary working in Asia for Western Digital, a hard-drive maker. However, some of what he saw bothered him and for a number of really good reasons. He was bothered by the potentially negative impact on America's future in the areas of trade, worker safety, and product safety. He saw America's wealth and productive capacity shrinking while our trade deficit with other countries was expanding, and that bothered him too. It also compelled him to leave his job and start a business that would help America's financial position and create and keep jobs here at home.

On his website you'll also discover products that you probably thought weren't available from domestic sources, like clothing for kids, infants, and toddlers; sports items for soccer, hockey, and lacrosse; and tools like extension cords and fluorescent Stubby II work lights. You can even order an American-made hat that sports the website logo for an incredibly competitive price, like I did.

The company owner believes that there is a passionate grassroots movement afoot of consumers who want American-made products. These consumers are from all walks of life. They're from both sides of the political aisle. Left side or right side, it doesn't matter. They're liberal, conservative, or independent minded, it still doesn't matter. They're environmentalists, ranchers, and farmers, it doesn't matter which. Urban or rural dwellers, it makes no difference. America is a nation built on diversity, and our diversity is the very reason why the website www.madenusaforever.com has a diverse selection of products from which to choose.

Made In USA Products Store

Address: 26380 Van Born Road, Suite 6, Dearborn Heights, Michigan 48125

Website: www.madeinusaproductsstore.com

E-mail: madeinthe1usa@yahoo.com

Phone: 313-433-0560

How to buy: Please visit the website.

If you've ever gone shopping on Black Friday, the weekend that follows, or any of the other hot shopping times during the year, you've probably had enough of the crowds and more than enough of the traffic to last you a long time. The good news is that you don't have to fight those crowds, waste your time, and spend your hard-earned money on gas anymore. If you're looking for something American-made in the stores, now there's a good chance that you will find it by shopping online at www.madeinusaproductsstore.com.

Here's the way it works: the company bring products that are safe, of high quality, and made in the USA, and puts all of them under one virtual roof.

The passion and dedication in wanting to open an online store began, in part, because the owners are parents of toddlers. Learning of the high amounts of lead being found in children's toys, they became scared. They knew that it was likely that they had purchased those very same toys thinking that they were safe for their own children.

As they started looking in stores, hoping to see products that were made in the USA, they often came home empty-handed and frustrated. But that helped spur them into making a decision, and soon they turned a challenging situation into a much-needed business. The Made in USA Products Store is the result. Today, they're not just delighted to bring American-made products to one online store, they're happy to help provide a much-needed boost to America's economy, while making it easier for others to do so as well.

On the website there are automotive products like floor mats, ramps and creepers, and battery jumper cables (what car doesn't need a set of those?); housewarming gifts like Bunn Coffeemakers; and blankets made

from recycled cotton. You'll also find outdoor recreation products like Wilson footballs (that's right, they're made in America too), Igloo brand coolers, backpacks, and hunting items, such as Pro Ears brand hearing protection.

Want to put your money where your mouth is? If you buy American-made stainless steel flatware from the Made in USA Products Store, you can.

Wondering where to get tools that are American-made? You're a website away. At www.madeinusaproductsstore.com, it is possible to browse Shop-Vacs, air compressors, droplights, flashlights, and professional paint sprayers.

Have you been searching for beauty-care products like fragrances, body washes, lotions, and scrubs? Your web search can begin and end right at www.madeinusaproductsstore.com because it carries such a vast assortment of beauty indulgences.

What else? How about organic products, religious products, and of course, products that are safe for your pet? Still wondering if there are even more choices? How about clothing and footwear for men, women, children, and even babies?

And you won't have to wait on the slow boat from China either since most products ordered are shipped the next day from domestic sources.

If by some unlikely or extremely odd reason you don't see just what you're looking for, don't give up. If you sign up for the newsletter, you will be notified when new products are available. And since the website owners are on a constant lookout for more American-made products, the next time you open your inbox might be the very time your product search is fulfilled.

If we want to bring America back, we have to buy America back by making intelligent spending choices like those that are available at the Made in USA Products Store.

Patriot

Address: PO Box 8415, Spokane, Washington 99203

Website: www.patriot.com

E-mail: customersupport@patriot.com

How to buy: Please visit the website.

Buying American is about more than just economic patriotism. It's also about traditions. Rooted and grounded with other American values established by our founding fathers, the traditions I'm talking about are self-sufficiency, self-reliance, and independence.

Independence isn't something to be merely celebrated once a year when July 4th rolls around. It's something to celebrate every day as Americans. The fact is that we can no longer claim to be an independent nation if we continue to rely on foreign producers for our consumer purchases. A wonderful way to break this seemingly endless cycle of foreign economic dependence, and encourage independence instead, is to patronize websites that sell only American-made goods like www.patriot.com.

Patriot (pe-tre-uht) is a simple philosophy defined as a patriot living in the electronic era.

Many consumers wonder, as the founders of www.patriot.com once did, if anything is made in the USA anymore. Fortunately, the answer is a resounding yes and many examples are available for purchase as proof at Patriot's online marketplace.

And a real marketplace it is with consumer choices that are extensive and diverse. Since officially launching on July 4, 2010, Patriot's online presence continues to grow. If you browse categories like home/garden, apparel/jewelry, health/beauty, grocery, baby/kids, and office/business, you'll see what's available. Anything from necessities to niceties, Patriot will probably have it.

I do a lot of traveling by car, so one item from Patriot that I really like is the EasyRest travel pillow. Its elastic strap fits over the headrest of most vehicles. Like all other items on www.patriot.com, the product description of each item indicates where it is made, so you can even discover which local economy you are supporting. For instance, thanks to Patriot, I know my EasyRest travel pillow is made in Auburndale, Wisconsin.

Patriot's humble beginnings are very similar to those of my own when I went shopping for apparel one day in 1994 and couldn't find any American-made alternatives to the products I was looking for. The idea for Patriot began with family. While Christmas shopping one day and discussing the incredible rarity of identifying American products on store shelves, the eventual owners decided to do something about it. Concerns for the challenges facing the American economy fueled their resolve, and the idea for Patriot was born.

Patriot is a bridge to our nation's incredible heritage, and its mission continues in the spirit of the American Revolution. In the 1770s, American colonists were driven to fight for independence from foreign influence and dominance overseas. That's exactly what the folks are doing at Patriot, but on an economic level.

It is time to regain some of America's self-reliance and reduce our dependence on foreign markets. There is power in buying American, investing in quality, and supporting American livelihood. The American Revolution succeeded because our founding fathers had an incredible vision, one that galvanized so many to fight for their freedom. Like them, Patriot has a powerful vision too: to further the prosperity of fellow Americans through the act of economic patriotism. When you invest in American products, you invest in America.

Patriot embodies the idea that Americans need to once again stand united, as we did when our country was first born. We need to keep alive the vision that inspired our founding fathers, when in 1776, they declared to the world that America was a sovereign nation. If we are to rekindle their vision for America, we must guard against further job losses as our nation struggles to regain its economic stability.

If your vision for America is similar to that of what Patriot stands for, you'll want to browse the online marketplace at www.patriot.com. You can also follow Patriot on Facebook, Twitter, and LinkedIn. In doing so, you can fulfill that which should be a goal of every American: to establish a genuine connection between American businesses and American consumers.

The Union Shop

Address: 2833 Overbeck Lane, West Chicago, Illinois 60185

Website: www.theunionshop.org

E-mail: staff@fmrinc.org

Phone: 630-513-8728

How to Buy: Please visit the website.

Have you found it difficult to shop for American-made and union-made products for your kids, including toddlers and infants? Has it been equally hard shopping for the man or woman in your life? Then you should consider taking your shopping to The Union Shop, because it probably has what you've been looking for (and yet couldn't find!).

At The Union Shop you'll discover union-made, American-made clothing of all kinds. In fact, there are over 1,800 different clothing options to choose from, and I can guarantee that none of them are made outside the United States.

But it's not all about clothing, because The Union Shop has American-made accessories like aprons, tote bags, fleece blankets, and more. And you can browse the website and see the impressive collection of custom-carved glass in the likeness of aircraft, angels, lighthouses, and sailboats, just to name a few.

If you're in the market for leather goods, The Union Shop has 100 hand-made leather products. All are made of top-grain cowhide leather, and you can even opt for individual personalization and custom debossing.

With over 400 custom-designed logos, including military and patriotic, and with everything done by union members right here in America, from embroidery, screen printing, and graphic design to sales and marketing, The Union Shop makes it easy to be proudly American.

You won't find foreign labels or products at www.theunionshop.org, so browse American, buy American, and keep your hard-earned dollars in America at the same time. By buying American and saving American jobs, you can do your part to boost the American economy and bring forth a faster economic recovery.

The Union Shop can accommodate almost any quantity that you wish to order. Whether you need one custom item or several thousand,

it is ready and willing to make a quick turnaround on your order. How do I know this to be true? Simply because I didn't miss Bill O'Reilly's May 22, 2009, mailbag segment, which turned out to be a mockery in the making.

A viewer of the program from Rio Ranch, New Mexico, wrote to Mr. O'Reilly and wanted to know from where O'Reilly sourced his Patriot Store merchandise. O'Reilly responded that his shirts were made in Bangladesh because *we cannot get the volume of shirts we need in America, sadly*.

This alarming response set off a firestorm of e-mails to the O'Reilly show, and that's how I found out that several American suppliers could easily send O'Reilly any number of shirts he needed, one them being The Union Shop. So even if Bill O'Reilly wants a busload of blue shirts, they'll arrive sooner from The Union Shop than on the boat from Bangladesh.

The Union Shop also offers custom embroidery, screen printing, fire-resistant clothing and firefighters work shirts, American-made lapel pins, coffee mugs, and writing pens. Promotional items can be imprinted with your logo and/or name.

When you visit the website at www.theunionshop.org, keep in mind that it's likely that there's a lot more there than meets the eye, and so if you can't seem to locate a particular made-in-USA item you're looking for, feel free to contact The Union Shop. The owners spent over twelve years tracking down those difficult-to-locate American-made, union-made, and promotional items, and they know exactly where to get them!

And because they want to help make American-made clothing more affordable for those who serve our great country, the folks at The Union Shop give all active-duty military and disabled veterans 20 percent off all clothing items, and it often has select items at a discount too.

Thanks to The Union Shop, every American consumer has the chance to get a better-than-expected deal on the American-made products he or she wishes to purchase. And isn't that superior to any possible deal that sends your hard-earned spending dollars to a foreign producer?

Chapter 9

Brick-and-Mortar Stores

Hometown USA Stores

Made in America Store

Menards

Norton's U.S.A.

San Antonio Shoes (SAS)

Union House

AmericanMade Stores

Hometown USA Stores

Address: 3565 US Route 20, PO Box 450, Nassau, New York 12123

Website: www.hometownusastores.com

E-mail: info@hometownusastores.com

Phone: 518-766-0116

How to buy: Please visit the website and the store.

I'm sure that most patriotic consumers would love to have a store, in their hometown, that sells only American-made goods. I know that I would!

So when businessman and entrepreneur Todd Scaccia opened a store in Nassau, New York, (half way between Albany, New York, and Pittsfield, Massachusetts) that does exactly that, he decided to name it Hometown USA Stores. Todd believes (like I do) that every town across America needs a store that sells only American-made goods.

And not just that, Todd guarantees that customers who order from his online store won't end up with a foreign-made product by mistake. The guarantee is simple, and it goes like this: every effort has been made to guarantee that Hometown USA products are made in America. If for some reason a product is shipped to you that's not made in America, Hometown USA Stores guarantees a full refund and a 10 percent credit toward your next purchase.

With a powerful guarantee like that coming from such a passionate supporter of the Buy American cause, what reason would patriotic consumers have to not check out Todd's brick-and-mortar Hometown USA store or his online presence at www.hometownusastores.com?

In the store and on the website, you'll see an extensive variety of American-made products. Want to know how many? Over 2,500 products from nearly 100 American vendors. It's no wonder that Todd has a 14,000 square-foot facility to warehouse and inventory all of those American-made products! Some of these goods include automotive items, clothing and accessories, footwear, furniture, grills, holiday products, patriotic products, pet products, seasonal products, sporting goods, stationary, tools, and toys.

A notable feature on the www.hometownusastores.com website is the ability to sort by products, categories, or simply by the manufacturers

themselves. If you're interested in American-made sporting goods but don't want to sort through the golf products to get to the fishing gear, it's not a problem. If you're looking for footwear but want to skip past the boots and go right to the sandals selection, again, no problem. You can even sort by product name or by price within each category.

Looking for American-made gear to accompany you when you're on the go? Check out Hometown USA Stores' impressive inventory of Filson products, from hats, caps, belts, and wallets to wool blankets, gun cases, coats and jackets, pants, shirts, vests, and suspenders.

I've known for years that although Filson is an excellent resource for outdoor clothing, sporting goods, and related accessories, not all of its products are made in the USA. So it's nice to see that Hometown USA Stores has sorted through its large selection to carry only the American-made Filson products and not the imported ones.

If you've ever entertained the thought of opening your own store of American-made products, Hometown USA Stores stands ready to help you. The company has developed its own system, and it is a proven success. Now it is looking for patriotic-minded entrepreneurs and investors who want to partner with Hometown USA Stores to keep a dream alive, which is one of an American landscape dotted with stores that stock and sell only American products.

Hometown USA Stores knows that Americans overwhelmingly prefer American products when given a patriotic alternative to a similar imported product. That's why it offers as many as possible and makes it as easy possible for consumers to access a large number of products from only domestic sources.

When the American economy isn't growing as fast as we think (or hope) it should, buying American-made products is one sure way to help repair it. Then, when our economy is completely back on its feet, the way to keep it humming is the very same way that helped repair it, by continuing to purchase American-made products.

Hometown USA Stores is a great place to go to buy American products and to keep our economy moving forward far into the future.

Made in America Store

Address: 900 Maple Road, Elma, New York 14059

Website: www.madeinamericastore.com

E-mail: info@saveourcountryfirst.com

Phone: 716-652-4USA

How to buy: Please visit the website and the store.

When it comes to the commitment of carrying 100 percent made-in-America merchandise, few stores measure up to the Made in America Store in Elma, New York.

Since the day he opened it on April 3, 2010, Made in America Store owner Mark Andol has been able to boast that all of the products in his brick-and-mortar store are 100 percent made in the USA. That's a remarkable feat, one that should be applauded as well as held in high esteem.

The Made in America Store sells several hundred products made by over 50 patriotic vendors. This makes it easy for the American consumer to patronize American products and bolster the U.S. economy.

If there is one thing that the economic downturn has taught us, it's that Americans can use the power of their pocketbooks to buy American-manufactured goods, thereby creating more American jobs. The Made in America Store provides a convenient way for consumers to do just that.

But what is particularly interesting about the Made in America Store is that it has been instrumental in creating jobs simply because of its persistent insistence to have 100 percent American content in all of the products it sells.

For example, in March of 2012, the Made in America Store chose to drop a previous vendor that was found to be using foreign-made bags for the ice they were supplying to the store. As it turned out, the ice company was getting the bags for its ice from Canada.

But the Holiday Ice Company didn't want to end its relationship with the Made in America Store, and so it opted to change suppliers and keep its contract. Not only that, it also ended up employing more American workers at the same time. It just goes to show that if all of us were a little more aware of where our dollars were going, we could keep more of them here in this country.

But the Made in America Store sells much more than just American-made ice, of course. At the brick-and-mortar store in Elma, New York, and also on the website, you'll find goods like clothing and accessories, grocery items, pet products, toys, hardware, and recreational goods as well, just to name a few.

Stocking up for summer fun? Then stock up on American-made footballs, soccer balls, horseshoe sets, and bocce sets at the Made in America Store. And when winter rolls around, there are American-made snow shovels, snow sleds, a snow castle kit, and even a snowball maker!

If you like to go hunting, fishing, or camping, the Made in America Store has you covered with American-made knives, fishing lures, ponchos, gun cases, and decoys.

Of course, there are many more products than I could mention here, but the point is that it's encouraging to know that there is such a wide variety of American-made products available that any patriotic consumer should be content with his or her purchases.

And because of its unwavering support of our American military, the Made in America Store offers our active duty members of the U.S. military and our veterans a 10 percent discount on every purchase, every day.

Visiting the online store is one way of shopping, and another way is to do what over 50 tour busses now do on a regular basis, and that is make a stop at the store in Elma, New York. It's just 20 miles north of Buffalo and an hour from Niagara Falls, the American side of the Falls, that is.

By carrying so many choices of American-made products, the Made in America Store provides a number of ways for consumers to help their country rebound from the economic recession.

The Made in America Store invites you to join its mission to restore U.S. manufacturing jobs by providing truly American products with 100 percent American materials and labor. In today's economy, it's an idea whose time has come.

Menards

Address: 5101 Menard Drive, Eau Claire, Wisconsin 54703

Website: www.menards.com

E-mail: Please use the online form on the website.

Phone: 715-876-5911

How to buy: Please visit the website and the stores.

I received an email the other day, as I often do, telling me that there just isn't much out there that's made in the USA anymore. But the truth is actually just the opposite. There are more American-made goods available than we think if we know where to look. After all, the name of my previous book is *How Americans Can Buy American*, not *How Americans Can't Buy American*.

If you happen to live in the Midwestern states, from Ohio to Wyoming, one store you can visit that carries more American-made products than you might expect is Menards.

In July 2011, the home-improvement chain's weekly flyer appeared in many Sunday newspapers highlighting its Made in USA Sale. This flyer was 20 full pages of American-made products, which even displayed the city and state where the products were made. And the July 2011 Made in USA Sale flyer wasn't the only one of its kind at Menards, either.

Menards features a wide range of American-made products, such as 3' x 5' American flags, made in Milwaukee, Wisconsin; a 4-pack of Sylvania light bulbs, made in St. Mary's, Pennsylvania; tamper resistant dual 15-amp outlets, made in Greensboro, North Carolina; laminate flooring, made in Pennsylvania and North Carolina; and grill and patio furniture cleaner, made in Atlanta, Georgia.

Maybe you would be interested in a 15-pack of Bounty Basic paper towels, made in Green Bay, Wisconsin? Or perhaps entrance mats, made in Calhoun, Georgia? How about retaining wall blocks, made in Shell Rock, Iowa; siding nails, made in Peru, Illinois; an Allen 47-piece socket set, made in Fayetteville, Arkansas; or various Rubbermaid linen wire shelving, all proudly made in Jackson, Missouri?

If you're ready to do some serious home improvements around the home or office, or if you're finally getting around to converting your

old garage into your new dream recording studio, woodworking shop, or art space, Menards is the place to find what you need, and most likely, you'll also find a little made-in-America peace of mind at the same time!

What can we do to encourage this sort of patriotic advertising in the future? Here's one idea. Download the next Menards Made in USA Sale flyer from the website at www.menards.com, print it out, take it with you on your next visit to a different home-improvement store, and encourage the folks there to create a similar flyer in the future.

And after you do that, here's another idea. Visit the *Guest Services* page on the Menard's website and fill out a guest response form thanking Menards for making it easier for consumer patriots like us to do our home improvements. The Menards Made in USA Sale is proof that more people are linking patriotism to their pocketbooks than ever before. From the concerns over outsourcing and the danger of Chinese imports to the current debate about how to get our economy back on track, Americans are looking for ways to display their patriotism beyond just flying the American flag.

The truth is that today, there are often many American-made products on the shelves of the stores where we shop. We just have to find them and buy them. Sitting back and saying that you can't have a positive, powerful impact on our economy because nothing is made in America anymore just won't cut it any longer.

We have so much more power and potential to steer the direction of our U.S. economy right now than many of us ever thought possible. We just have to remember that the American-made products are out there for us to buy, and with that comes our collective consumer power. Don't let it go to waste. Let's use that power to keep manufacturing here and bring even more back to the USA.

Norton's U.S.A.

Address: 400 Lageschulte Street, Barrington, Illinois 60010

Website: www.nortonsusa.com

E-mail: Please use the online form on the website.

Phone: 888-326-7997

How to buy: Please visit the website and the store.

It's not often that American-made intersects with American theater and the result brings a new brick-and-mortar store to life, but oddly enough that's exactly what happened in Barrington, Illinois.

Barrington is just a few miles northwest of Chicago, and Chicago is home to the Steppenwolf Theater Company. In 2003, the Steppenwolf Theater Company staged an adaptation of Barbara Ehrenreich's book, *Nickel and Dimed: On (Not) Getting By in America*. Playing the role of Ehrenreich was a talented actress named Deborah Leydig, and during that time Deborah started realizing how much of American manufacturing had gravitated to offshore locations.

And so Deborah did the same thing that many Americans do once they have their patriotic made-in-America moment. She started researching and making a list of what she could find that *is* made in the USA.

One day, while still compiling that list of American-made items, Deborah found herself driving past a familiar building in Barrington, an old livery barn, that had just gone up for sale. Right then she was struck with an idea: why not take that American-made list, and whatever might be added to it in the future, and offer all those products in a store that sold only American-made goods?

Flash forward to just six months later. Deborah purchased the old livery barn, she and her brother did much of the fixing up and cleaning, and she opened Norton's U.S.A. The rest, as they say, is history.

The store started with just 80 items in 2007 and has now swelled to almost 2,000 items. And although owner Deborah Leydig knows that foreign goods tend to be cheaper when they are produced in lower-cost labor countries, she notes, *My customers really want to buy American, so they will pay more if they have to, and of course, they get the American-made quality as well.*

Statistics certainly highlight the idea that more Americans want to buy American. According to Perception Research Services International, 72 percent of consumers between the ages of 50 and 64 say that the Made in USA label greatly influences their purchasing decisions. The same survey found that 81 percent of people in the same age group buy American because they believe that it helps our economy.

So what might you discover while browsing the Norton's U.S.A. store? Accessories, baby products, cleaning products, clothing for kids, men, and women, flags and patriotic décor (of course), food, candy, gardening products, home goods, housewares, pet supplies, soaps, lotions, stationery, tools, and toys. As you can see, there is quite a lot to be found.

When I went online to www.nortonsusa.com, one of the first things that caught my eye was a product I own and am a big fan of: the Original World's Thinnest Wallet. I'm happy to personally suggest that you give this product a serious look. Since the company that makes these wallets recently brought its manufacturing back from China to the United States, it's a company American-made advocates like me like hearing about. The wallet is a fantastic product to own, and the perfect place to get it is on the www.nortonsusa.com website (or pick one up at the brick-and-mortar store if you live in, or happen to be in, the area).

If you're into gardening, get your green thumb into gear with the no-less-than 26 American-made gardening tools and accessories from Norton's U.S.A.

Another category that caught my eye was the sensational selection of American-made Halloween items. These holiday items aren't easy to come by produced domestically, but Norton's U.S.A. has them.

Finding American-made products at brick-and-mortar stores is becoming more common as these stores spring up across the nation. But big kudos go to Norton's U.S.A., as it was an early pioneer in what is becoming one of today's national trends.

San Antonio Shoes (SAS)

Address: 1717 SAS Drive, San Antonio, Texas 78224

Website: www.sasshoes.com

E-mail: Please use the online form on the website.

Phone: 877-782-7463

How to buy: Please visit SAS stores and the other retailers listed on the website.

Wherever you happen to wander in this great land of ours, or even beyond our shores, you can take comfort knowing that you'll never have to fit your feet with foreign footwear. That's because every single shoe made by San Antonio Shoes is made in the USA.

San Antonio Shoes sells American-made shoes and sandals for men and women in brick-and mortar stores across America. And although it doesn't sell directly to the customer online, you can check out the website to see its selection at www.sasshoes.com to get a good idea of what is available.

At San Antonio Shoes, the passion for shoemaking started decades ago. In the 1970s, the founders of SAS, Terry Armstrong and Lew Hayden, both worked in the shoe industry and witnessed the mass closing of footwear factories in the United States, as more shoe companies were leaving the country to build plants offshore.

They also noticed that those companies that remained in the United States were cutting corners to compete with the ones that had moved offshore. But the eventual founders of SAS knew that they would have no part of compromising quality to compete with less expensive imports.

So, in 1976, they made a risky but bold decision by quitting their current shoe industry jobs to form their own company, San Antonio Shoes. They knew that by continuing to craft their shoes by hand, they could make them so comfortable that folks wouldn't want to take them off.

The news of the super-comfy SAS shoes first spread by friends telling friends, and even without any national advertising, SAS became a national brand in a very short time.

In 1978, SAS built a small retail store next to its factory. In 1998, when the factory burned down, Terry and Lew knew that they would not be rebuilding the new factory anywhere but in America.

You can check out all the locations across the nation where SAS shoes are sold at www.sasshoes.com, which include factory SAS stores and other footwear retailers as well. And at SAS stores, the folks who work there still follow the old-fashioned practice of having you sit down so that they can accurately measure your feet for the perfect and most comfortable fit.

Most SAS shoes are handcrafted moccasin construction, which means the soft upper leather wraps nicely and completely around the dimensions of your foot. Leather is ideal when used for upper material because it's breathable and able to absorb and wick away moisture.

The insoles of the shoes are made to conform to the bottom of your feet as much as possible by the use of polyurethane material, which consists of millions of tiny air bubbles. This gives SAS customers the coveted walking-on-air experience. And I know exactly what they're talking about, because I'm a happy SAS customer myself.

SAS is so dedicated to and focused on your walking comfort that it has created 88 combinations of shoe sizes and widths for women and another 104 combinations of shoe sizes and widths for men. Maybe that's why you'll find the most satisfying walking shoes available anywhere courtesy of SAS. Or maybe it's because its shoemakers are skilled craftsmen with decades of experience, and its engineers pursue the art of crafting comfortable footwear with an unparalleled passion.

So if you're as passionate about having a truly comfortable shoe as the craftsmen at SAS are about making them, then you're destined to be happy with your next pair of men's or women's sandals or walking shoes, as long as you get your American-made footwear from SAS.

Union House

Address: 26796 Felton Avenue, Wyoming, Minnesota 55092

Website: www.unionhouse.com

E-mail: maxga@citlink.net

Phone: 877-462-7710

How to buy: Please visit the website and the store.

More and more Americans are searching for Made in USA goods these days, so it's good to know that there are brick-and-mortar stores out there that sell those American-made and union-made products that many patriotic consumers seek.

Since 1992, Union House has been carrying only U.S.-made products, and the e-commerce site has been online since 1998. Not every item available from Union House is union-made, but everything is definitely American-made.

One thing you'll notice right off the bat about Union House is that it carries U.S.-made products in categories that are especially difficult to find.

For example, when was the last time you saw a pair of work gloves or gardening gloves in your local hardware or home improvement store that were made in this country? If you can remember, please let me know, because I can't. And have you ever seen rainwear anywhere that was made in the United States?

And for welders and other Americans working in special trades that require flame-resistant clothing, it's available at Union House. It is nice to know that while you're protecting the American economy, you're also protecting the American worker.

Union-made apparel includes clothing made by members of the United Auto Workers (UAW) and United Steel Workers (USW) like golf shirts, long-sleeve shirts, hoodies, wool jackets, and leather jackets. Yes, the UAW makes more than automobiles, and the USW makes more than steel.

And what website that sells only American-made goods would be complete without a selection of patriotic items? In addition to traditional American-made American flags (shouldn't they all be made in the USA

anyway?), Union House carries union-made U.S. flag lapel pins, as well as King Louie golf shirts with collars colored with our American red, white, and blue.

Union House is always adding new products that it has discovered or that have become available. And soon it will carry American-made, union-made dress shirts and thermal long-sleeve shirts.

Union House is proud to be a union-organized shop that pays good union wages and benefits, and it also pays 100 percent of a union health-care plan for all of its full-time employees.

It doesn't really matter to Minnesota-based Union House that Minnesota made it illegal in 2007 to sell any American flag in the state that is not American-made. That's because Union House has been supplying American-made products for American consumers for nearly 20 years. The best job stimulus program is one that supports Made in USA products, which is all Union House has ever sold and ever will sell.

If every American consumer shifted just a few hundred consumer dollars from imported products to domestic ones, it might very well create a million jobs or more for the U.S. economy.

So by patronizing companies like Union House that supply American-made products, you'll also be ensuring that American workers receive good wages and benefits for stronger American working families.

Whether it's buying an American-made car or a pair of American-made socks, it all adds up as far as Union House is concerned. It puts a special value on its relationship with its customers, because Union House knows its customers have avoided the temptation to buy cheap, Chinese-made apparel at Walmart and have taken the increasingly popular step of seeking out American-made products instead. It's a small amount to invest if your interest is in advancing the prosperity of the United States.

So if you want to help the American economy with your American dollars, take a few minutes and visit www.unionhouse.com. Or, if you are in Wyoming, Minnesota, (just north of Minneapolis), stop by and meet the Americans who go the extra mile in carrying only American-made products. It's a real win-win situation, for you and for America.

AmericanMade Stores

Address: 319 SE AA Highway, Blue Springs, Missouri 64014

Website: www.americanmadestores.com

E-mail: info@americanmadestores.com

Phone: 800-496-3266

How to buy: Please visit the website and the store.

What is the first and largest independent news site on the Internet and the home of my semi-weekly column on buying American? It is www.wnd.com, of course. Since 1997, when the website was still known as WorldNetDaily, it has made millions of dollars selling books, DVDs, apparel, and other products in its online WND Superstore, including the third edition of my book *How Americans Can Buy American*.

Joseph Farah had spent 20 years in the news business when he realized that the day of print newspapers was coming to an end and the digital age was bringing new opportunities for news dissemination. Joseph, and his wife Elizabeth, were among the first to seize those opportunities.

Years later, with the recession forcing many brick-and-mortar businesses to close, and the rush to do everything online was gaining momentum, Farah had another counter-intuitive idea, which was to open a brick-and-mortar store offering nothing but American-made goods. For years the Farahs had been dreaming of launching an online store that sells exclusively American-made goods, believing that it could help revitalize the country and tap into our country's long-held patriotic ideals. In early 2013, they will realize their dream when their first AmericanMade store opens in Blue Springs, Missouri.

AmericanMade's Blue Springs store will also have an online presence at www.americanmadestores.com. And that S at the end of Stores isn't a typo. Rather it's a sign of optimism. The founders chose the plural because the first store will be their proving ground. *If it's successful, we'll look for additional opportunities and locations around the country*, says Joseph Farah.

Chapter 10

Four More

Ford
General Motors
New Balance
Whirlpool

Ford

Address: 1 American Road, Dearborn, Michigan 48126

Website: www.ford.com

E-mail: info@ford.com

Phone: 800-555-5259

How to buy: At thousands of dealerships across America.

Few companies in any industry have taken such bold moves as Ford. And fortunately, for this American company and the American people as well, their persistence in swimming upstream has resulted in well-deserved success.

Before the credit markets froze up in 2006, Ford mortgaged basically everything it owned, including its factories and patents, along with its unmistakable blue oval trademark, so it could borrow \$23.5 billion.

Ford famously refused its own taxpayer-financed rescue but was in favor of it for GM and Chrysler. According to Ford CEO Alan Mulally, *We believed [seeking the bailout] was the right thing for the industry, the right thing for the United States of America....I'd do the same thing today.*

Mulally understood that if GM and Chrysler failed, Ford might fail too since all three companies received so many of their car parts from the same parts supply companies.

Now that Ford has turned the corner and booked several consecutive quarters of profits, it can continue with what it is doing now, building great cars and trucks. According to the 2012 J.D. Power & Associates initial quality survey, the Ford Expedition, Mustang, and Taurus all won the top spot in their respective segments.

Ford has the second highest market share in the U.S. and has had the best-selling truck in America, the Ford F-150, for 34 years running. The American people have maintained their thirst for big Ford trucks even when their thirst for gasoline wasn't so big because of high gas prices. The Ford F-Series of trucks were bought by more Americans than those who bought the Toyota Camry and Nissan Altima combined. Now *that* is saying something!

But Ford doesn't just build terrific trucks. Ford took three of the top ten spots for best-selling vehicles in America for 2011, including the Ford

Escape, which replaced the Honda Civic at the number five spot, and the Ford Fusion, which took the number six spot. In fact, the Ford Escape showed the highest surge in sales between 2010 and 2011 of any vehicle in the top ten.

And what is Ford doing with the profits from the sales of all those best-selling models? Investing in America! In January 2011, Ford announced its plan to hire 7,000 more American workers, with almost half of those to help build the Ford Escape in Louisville, Kentucky. Seven hundred and fifty of those new hires were slated to be engineers who specialize in advanced technology to keep Ford on the cutting edge with its up-and-coming electric and hybrid vehicles.

Sure, foreign-owned companies like Volkswagen (VW) and Hyundai are building new plants in America, but Volkswagen received \$577 million (that's over half a billion dollars) in tax incentives to build its only U.S. plant in Tennessee. That's \$577 million in U.S. tax revenue that could have been used for the benefit of American taxpayers instead of a foreign company that will send its profits to foreign investors and a foreign national treasury.

Even though you can buy American-made vehicles from Ford as well as foreign-based competitors like VW and Hyundai, does it really matter which company you support as long as that company is making automobiles in America? The answer is a definite yes.

Ford makes more cars per worker than German-owned VW and employs nearly 23 times more Americans than VW. Ford has a far higher percentage of its workforce in America compared to any foreign-based automaker, emphasizing the importance of patronizing American-based companies if the goal is to keep American workers employed.

America benefits when successful companies like Ford are headquartered in the United States. I agree with Carlos Torelli, a global branding expert at the University of Minnesota's Carlson School of Management, who said, *Really the know-how to make the car a better car is most likely to happen here if it's a company headquartered in the U.S.*

General Motors

Address: 200 Renaissance Center, Box 300, Detroit, Michigan 48265

Website: www.gm.com

E-mail: Please use the online form on the website.

Phone: 313-556-5000

How to buy: At thousands of dealerships across America.

You've probably heard the expression *What have you done for me lately?* Well, when it comes to our economy and specifically to American companies in the automobile industry, that's actually an important question to ask too.

An even more relevant question is, *What have you done for me in the last 100 years?* American companies have been building automobiles in America for over a century now. The answer to both questions actually is quite a bit, because American automakers like General Motors helped build the middle class in this country.

That's part of the reason why I believe that we should always patronize American-owned companies like GM when buying a new car or truck. The popular phrase coined by Charlie Wilson, *What is good for the country is good for General Motors, and vice versa* still holds true today, despite an aggressive increase in new factories being built in the U.S. by foreign-owned automakers.

Most likely, the day will never dawn when Americans can take Charlie Wilson's quote and replace General Motors with any foreign automaker. Why? As conservative syndicated columnist Charley Reese wrote in his review of my book *How Americans Can Buy American (First Edition)*, *Toyota, public-relations efforts notwithstanding, has its primary loyalty to Japan, as it should. If conditions arise in which Toyota must choose between what's in the best interests of its American subsidiaries and what's in the best interests of Japan, it will choose Japan.*

Americans have many, many reasons to support a home-team company like GM. When they do, they're contributing more to their country's prosperity than if they bought an automobile from a foreign automaker, regardless of where it was built.

Purchasing from an American company like General Motors supports 77,000 workers and over 500,000 retirees in the United States, whereas Toyota employs about half of the workers that GM employs. And retirees? Since Toyota's first plant wasn't built in the U.S. until 1987, it has a fraction of U.S. retirees as compared to GM.

Although it is true that foreign companies are investing in American factories, so is GM. In 2011, GM announced that it would invest \$2 billion in seventeen U.S. plants, committing \$6.9 billion to expand or advance operations in a dozen states since June 2009.

In 2009, GM began building the Buick LaCrosse (formerly made in Canada) in Kansas City, Kansas. In 2011, production of the Chevrolet Aveo (now called the Sonic) moved from South Korea to Michigan. In May of 2012, GM announced it would move production of the Chevrolet Impala and Equinox from Canada to the United States.

GM is building new models in America too: the new Chevrolet Cruze in Ohio and the new Buick Verano in Michigan, along with the Chevrolet Sonic. The new 2013 Malibu Eco is being built in Kansas City, Kansas.

GM is not just building new models in America. Many of the models are winning awards. J.D. Power & Associates noted in 2012 that the Buick Enclave, the Cadillac Escalade, the Chevrolet Malibu, and the GMC Sierra all received the top award in their segments in initial quality.

According to a 2012 www.cars.com article, *Detroit automakers build a majority of the nameplates with high domestic content*. So when you buy an American brand car or truck from General Motors (Chevrolet, Buick, GMC, Cadillac) there's a good chance that you are employing more Americans in the automotive parts industry in addition to actual GM autoworkers, making it a real win-win situation for American workers.

Maybe that's why a June 2012 www.cars.com survey found that 23 percent of Americans polled said that they would only consider an American manufacturer when making a new car or truck purchase. Maybe that's why GM still has the number one market share in both the U.S. and the world. And maybe that's why Charlie Wilson was right!

New Balance

Address: 20 Guest Street, Suite 1000, Brighton, Massachusetts 02135

Website: www.newbalance.com

E-mail: Please use the online form on the website.

Phone: 800-253-7463

How to Buy: Please visit the website, New Balance stores, and the other retailers listed on the website.

If you're into sports or athletics, there's only one footwear brand that should be a part of your game: New Balance. Why? It's the only company that makes athletic shoes in the United States.

Over the years I've owned several pairs of New Balance shoes, and I'm happy to patronize this American-owned company. With its true commitment to standing up for American manufacturing, New Balance stands out among its competitors.

As reported in a USA Today article on September 4, 2011, (www.usatoday.com/money/economy/2011-09-04-economy-buying-american_n.htm), I walk the walk (yes, literally *and* figuratively) when it comes to buying American. I make an effort to convince my friends, co-workers, and acquaintances to do so as well, because it's such an easy sell.

How so? First, I tell them that New Balance has five factories in the United States (in Maine and Massachusetts) where it makes its athletic shoes, and then, I remind them that all New Balance competitors have none. Zero. That includes Nike, Adidas, Reebok, Skechers, and any other athletic shoes brand you can name. Every one of them makes every single shoe outside of the United States.

Second, there is little, if any, price difference between American-made New Balance shoes and its competition, which tends to debunk the theory that supposedly-cheaper imports save the American consumer money.

To be clear, not all New Balance shoes are made in the United States. About 25 percent of them are. However, among those that are, there are a lot of great styles to choose from. To see a full list you can visit New Balance's website, www.newbalance.com, and type Made in USA into the search box.

But just to back up my claim that a new pair of New Balance shoes often won't cost you more than, say, a new pair of Nikes, the next time you're near a store that sells athletic shoes, compare the prices of New Balance shoes to the prices of other brands. It will quickly become evident that you won't be out extra money for buying American-made (and American-owned) New Balance shoes.

If you've already made the decision to buy New Balance for your next pair of shoes, I have a strategy that could save you time and maybe even some money. Since many footwear retailers often tend to carry the imported New Balance models, find the style you like online in the *Made in the USA* section of the New Balance site before going to the store. Then, if you don't want to order them online, you can call ahead first to see which stores in your area carry the style you like.

If you know you want to buy from a brick-and-mortar store (lots of people like to see the shoes in person, try them on, and make sure they have the right size), then an authentic New Balance store is the best place to go, since it will likely have more American-made styles than anywhere else.

New Balance has been a part of the fabric of America since 1938 when it made its first pair of running shoes.

New Balance was able to gain a large share of the American market not by paying celebrities or high-dollar athletes to tell you how great its products are. Instead, New Balance chose to convince American consumers to try out its shoes through their creative *Endorsed by No One* campaign.

Don't get me wrong. I like sports. I go jogging as often as I can and I've played soccer since I was a child. But I'd much rather support a company like New Balance that spends its money not on people who already have plenty of it, but instead on researching how to make better shoes more efficiently at a better price. And investing in the United States of America.

Whirlpool

Address: 2000 N M 63, Benton Harbor, Michigan 49022

Website: www.whirlpool.com

E-mail: Please use the online form on the website.

Phone: 866-698-2538

How to buy: In thousands of retail stores across America as listed on the website.

Consumers often think more about buying American when they're about to purchase a big-ticket item than they do when making smaller purchases, and for good reason. When we're on the verge of spending more American dollars than usual, we want to make sure that they go toward keeping American workers employed.

When it comes to buying appliances for the kitchen, the best way to buy American is to buy Whirlpool appliances. And when you do, you'll be channeling your consumer dollars to the company that employs more American workers than any other major appliance maker. The Whirlpool refrigerator that I bought in 2008 has a sticker with this information on it proudly affixed inside.

Whirlpool's CEO, Jeff Fettig, has never been shy about trumpeting this fact (as well as other patriotic facts) in the media. Fettig often speaks about the company's American economic footprint, and when he does, he highlights Whirlpool's commitment to investing \$1 billion in U.S. manufacturing and jobs from 2009 to 2014. Fettig knows how important the domestic market is to Whirlpool's success, saying, *Our U.S. presence is, and always will be, the foundation of our global enterprise. We are very confident in the future of U.S. manufacturing and proud to have more U.S. manufacturing employees than all of our major competitors combined.*

Let me share some facts about Whirlpool with you. I think you'll see how deserving of your consumer dollars this American company is. First, Whirlpool employs 22,000 American workers, with 15,000 of them in manufacturing. Second, Whirlpool spends \$500 million annually in research and development. Next, over 80 percent of all Whirlpool products sold in the U.S. are built in the U.S. In addition, more than 12 percent of Whirlpool's U.S.-built products are exported to other countries, helping

to lower our trade deficit. Also, Whirlpool spends over \$7.4 billion yearly to operate its nine U.S. plants. Lastly, Whirlpool has donated approximately \$75 million to non-profit organizations since 2006 and donates one range and one refrigerator to each Habitat for Humanity home built in the United States. With all of those facts about Whirlpool's commitment to America and humanity, choosing Whirlpool over its competitors should be an easy decision next time you purchase a new appliance.

Not only are many Whirlpool products built in the USA, but many are also designed and engineered in the USA as well. American-owned companies are far more likely to provide non-manufacturing jobs like these in the United States compared to their foreign-owned competitors.

Where are Whirlpool's nine American plants located? There are five plants in Ohio, one each in Ottawa, Clyde, Findlay, Marion, and Greenville, and there they make freezers, washers, dryers, dishwashers, and portables. Recently, \$175 million was invested in the Clyde plant to enable it to produce water- and energy-efficient appliances. In another Whirlpool plant, this one in Amana, Iowa, where refrigerators are made, \$20 million was invested to improve efficiency and productivity. In Cleveland, Tennessee, a new, 400,000 square-foot distribution center and one million square-foot manufacturing plant was built. The manufacturing plant is the world's largest premium cooking plant (\$200 million investment). Whirlpool also has a plant in Tulsa, Oklahoma where it makes ranges. Finally, in Wilmer, Texas, there is a distribution center where \$40 million was invested for one million square feet of new distribution space. And although this isn't really a plant or a factory, Whirlpool just opened a new \$85 million office campus at its Benton Harbor, Michigan, headquarters.

Whirlpool also owns Jenn-Air, KitchenAid, Maytag, and Amana brand names, which all have their own various American-made models.

Looking back at this list, what becomes clear is that Whirlpool doesn't just invest in America, Whirlpool invests, re-invests, and re-invests in America some more!

So if you're planning to buy big-ticket items for your kitchen, now you know how to have a big impact on American investment and manufacturing by putting America's top appliance manufacturer at the top of your list.

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All-American Discounts

What better way is there to buy American products than at a discount? To receive your coupon code to be used at checkout on any or all of the websites for the companies listed below, simply e-mail me your name and mailing address at roger@howtobuyamerican.com, and the coupon code for the company or companies you specify will be sent to you in a return e-mail.

Company

All American Clothing Company
America's Virtual General Store
Kentucky Cutting Boards
Made in USA Products Store
Norton's U.S.A.
The Union Shop
Union House
USA Coffee Company
Worksman Cycles

Discount

10 percent off your first order
10 percent off all orders
10 percent off all orders
10 percent off your first order
10 percent off all orders
10 percent off your first order
5 percent off your first order
10 percent off all orders
10 percent off specific cycles

About the Author

Roger Simmermaker has been a guest on the Fox Business Network, Fox News Channel's *Your World with Neil Cavuto*, *Fox & Friends*, *Fox News Live*, *Hannity & Colmes*, CNN's *Lou Dobbs Tonight*, *Headline News*, *Saturday Morning News*, and MSNBC's *The Ed Shultz Show*. Roger has also been quoted in *The Wall Street Journal*, *Business Week*, *USA Today*, *US News & World Report*, *Industry Week*, *AAA World Magazine*, *Chicago Tribune*, *Pittsburgh Post-Gazette*, *Orlando Sentinel*, *Florida Today*, and *The Washington Times*, among many other publications. Radio interviews include WGN Chicago, KFI Los Angeles, and KSFO San Francisco. Local TV interviews include WHBQ (Fox) Memphis, Tennessee; WBTV (ABC) Charlotte, North Carolina; WINK (CBS) Fort Myers, Florida; KSDK (NBC) St. Louis, Missouri; and WFTV (Fox) and WESH (NBC) Orlando, Florida.

In 2011, Roger Simmermaker founded the Buy American Project (www.buyamericanproject.org), which is a non-profit organization that seeks to encourage enactment of Buy American legislation in Congress.

Roger grew up in Jacksonville, Illinois, earned his degree in Chicago, and now lives in Orlando, Florida, with his wife.

SPEAKING

Roger Simmermaker is available to speak to your group or organization at your meeting, convention, or seminar about buying American, trade policy, and/or economic issues. For more information, please send an e-mail to roger@howtobuyamerican.com.

Buying American is in a strong comeback mode. From the airwaves to the water cooler to social media, people are talking about the return of jobs and manufacturing to America. Today, creating American jobs is our nation's number one priority.

The American companies profiled in *My Company 'Tis of Thee* aren't the most well-known to the American consumer, but they are at the forefront of generating American jobs, which is essential to regaining and maintaining America's economic might.

This book brings well-deserved recognition to fifty unsung business heroes. Through their economic patriotism, each company has contributed to the resurgence of Buying American by creating, making, or selling American products.

Every purchase that we make produces paychecks for people. By patronizing the companies profiled in this book, we can ensure that more of those paychecks will go to We the People.

America has always been a country of entrepreneurs, builders, and creators. As we work to restore our economy, it is important to stand behind the American companies that make good products, maximize U.S. employment, and earn the loyalty of their workers and the communities of which they're a part. Roger Simmermaker introduces to us fifty companies doing just that, and explains how we can all be part of a strong national recovery.

— PRESIDENT BILL CLINTON

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