tain us and people around the world with rich produce and crops. Thanks to the professionalism and care of American farmers, we enjoy an abundance of quality and affordable food.

American agriculture is among our Nation's most vital industries, alone generating more than 15 percent of our gross domestic product. Bolstering our economy with a bounty of healthful foods, American agriculture supports more than 21 million jobs, and agriculture-related industries continue to expand, producing good, high-paying jobs and creating $1 trillion for the American economy each year.

The success of American agriculture is a testament to the benefits of farm-city partnerships that stretch all the way from the farmer to the consumer, with thousands of participants in between—researchers, extension agents, scientists, agribusiness companies, shippers, inspectors, processors, manufacturers, marketers and retailers, all helping to guarantee Americans a safe, abundant food supply. For more than 40 years, Americans have observed National Farm-City Week in celebration of these partnerships.

During National Farm-City Week, we celebrate Thanksgiving when Americans will gather around the dinner table to count our Nation's many blessings. Among them is America's agricultural richness and the collaboration between rural and urban communities that helps guarantee our rich quality of life.

Now, Therefore, I, William J. Clinton, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim November 22 through November 28, 1996, as National Farm-City Week. I call upon all Americans, in rural and urban communities alike, to join in recognizing the accomplishments of our farmers and all the hardworking individuals who cooperate to produce an abundance of affordable, quality agricultural goods that strengthen and enrich our country.

In Witness Whereof, I have hereunto set my hand this eighth day of November, in the year of our Lord nineteen hundred and ninety-six, and of the Independence of the United States of America the two hundred and twenty-first.

William J. Clinton

[Filed with the Office of the Federal Register, 8:45 a.m., November 13, 1996]

NOTE: This proclamation was released by the Office of the Press Secretary on November 9, and it was published in the *Federal Register* on November 14.

The President's Radio Address

November 9, 1996

Good morning. Today I want to talk with you about what we can do as a nation to help parents as they try to raise their children. This week the American people came together to say that we are on the right track to the 21st century. They said we must continue to make real our vision to create an America where we offer opportunity to all, demand responsibility from all, and build a stronger American community of all Americans where everyone has a role to play.

At the heart of this mission has been our effort to strengthen America's families. This is work I am determined to build upon these next 4 years. We will continue to strengthen families by creating economic opportunity, so that hard-working parents can provide for their children. To do that, I ask Congress to join with me to finish the job of finally balancing the budget in a way that protects our values. We will continue to strengthen families by helping parents to succeed at work and at home, by giving families safe streets to walk on and communities free from gangs and guns and drugs, and by expanding educational opportunity so that literacy is a given and college is within reach of all Americans.

We will continue to strengthen families by helping parents to protect their children from bad influences that come from outside the home. American parents are working overtime to set good examples only to have the full force of popular culture make their work harder. That's why we gave parents the V-chip and a television rating system so they can keep televised violence and explicit sexuality out of their young children's lives. And

that's why we'll continue our efforts to help parents protect their children from the corrosive, dangerous influences of tobacco and alcohol.

We know the power of tobacco advertising to reach out to children every day and to get them hooked on a habit we know is deadly. Every day nearly 3,000 young people start to smoke in this country, even though it's illegal to sell cigarettes to them. This week we received further chilling evidence why we must remain vigilant in our efforts to protect our children from tobacco. According to a report released by the Centers for Disease Control and Prevention, more than 5 million Americans under the age of 18 who smoke today will eventually die prematurely from smoking. The CDC estimates that today's teen smokers will run up an estimated $200 billion in projected health care costs from tobacco-related illnesses. Their premature deaths will cut approximately 64 million years off the lives of Americans.

That's why my administration has taken tough, unprecedented action to stop advertising and marketing of cigarettes that can persuade teenagers to smoke. We're banning tobacco advertising on billboards near schools, ending cartoon characters in ads that children will likely see, restricting the cigarette machines that make it easier for children to illegally buy cigarettes.

The CDC report shows that when parents, teachers, doctors, and government work together we can stop people from smoking. The CDC studied two States that have put in place strong antismoking initiatives, California and Massachusetts. Both now have smoking rates lower than the national average, and both have seen smoking drop dramatically—15 percent in California and 20 percent in Massachusetts.

These reports tell all of us, keep up the fight to protect our children's health. It's worth it, and it works. We've worked so hard here to warn our children about the dangers of drugs, to tell them drugs are illegal, drugs can kill them, drugs can ruin their lives. We've worked hard to protect funding for safe and drug-free schools so the community can help parents. We must not weaken in this fight to protect our children from the dangers of tobacco.

We also have a duty to protect our families from the consequences of alcohol abuse. In the last year alone, 2,200 young people between the ages of 15 and 20 died in alcohol-related car crashes. We've worked hard to keep our children away from alcohol. Just last month I issued a rule telling the States they could lose some of their Federal highway funds if they did not make it illegal for anyone under 21 to drive with alcohol in their blood—zero tolerance.

Now the American liquor industry has made a decision that will make this hard work even harder. For a half-century now, liquor companies have agreed not to advertise their products on television and radio for the simple reason that it was the right thing to do. This week, however, the liquor industry announced it would break its ban and put liquor ads on the air, exposing our children to such ads before they know how to handle alcohol or are legally allowed to do so. That is simply irresponsible.

I commend the four major broadcast networks for saying they'll continue to honor the ban and keep liquor ads off the air. I urge all other broadcasters to follow that example. Parents have a hard enough time raising good kids these days, and all of us have a responsibility to help them to make those jobs easier, not harder.

To tobacco companies we should all say, "Sell your products to adults, but draw the line on kids." And to liquor companies we should say, "You were right for the last 50 years when you didn't advertise on television. You're wrong to change your policy now. This is no time to turn back. Get back on the ban." That's the best way to protect all our families.

Our goal must be to help parents pass on their values to their children, help our children act responsibly, and teach them to take charge of their own lives. If we do this, America's days—best days are still ahead.

Thanks for listening.

NOTE: The address was recorded at 5:30 p.m. on November 8 in Oval Office at the White House for broadcast at 10:06 a.m. on November 9.

Remarks at a Veterans Day Ceremony in Arlington National Cemetery, Virginia

November 11, 1996

Thank you. Thank you very much, Secretary Brown, for your introduction and for the service that you, Deputy Secretary Gober, and all of the men and women of the Department of Veterans Affairs render to our Nation every day. I thank Commander Zweiman for his remarkable address this morning, and I congratulate him on the 100th anniversary of the Jewish War Veterans of America. Thank you, sir.

To the distinguished leaders of our veterans' organizations; all the veterans who are here; the Gold Star mothers; the Gold Star wives; Major General Foley; all the members of the Cabinet who are here; the Joint Chiefs; the men and women in uniform, their families, and my fellow Americans.

Today on this hallowed hillside and all across our great land, we pay tribute to the service and sacrifice of our veterans, all those who followed our flag in war and peace, those who gave their lives, and those who came home. Each of us owes to all of them a debt we can never fully repay. The inscription on the Korean war memorial says, ''Freedom is not free.'' For more than two centuries, our armed services have defended our freedom and made our Nation a beacon of hope for the world.

I'd like to take a moment in this special time for Americans to recognize the special contribution that one American veteran in particular has made to our Nation. Bob Dole was a 21-year-old 2d lieutenant serving in the Po Valley of Italy when a German shell struck him down in battle. He would bear the burden of his severe injury from that day forward for the rest of his life. But he refused to withdraw from the world and instead dedicated his life to serving the American people. I ask all of you here now to join me in applauding his remarkable record of achievement and patriotism to America. [*Applause*]

Today we thank God that America is at peace, but our freedom still comes at a cost. It depends upon the untiring efforts of the one and a half million men and women in our Armed Forces who defend our Nation, protect our interests, advance our ideals: keeping the peace in Bosnia, enforcing the no-fly zone in Iraq, standing watch over the DMZ on the Korean Peninsula, promoting stability and peace in Haiti. And beyond the headlines and hot spots, our service men and women are working every day, from Diego Garcia to Guam, to keep our forces strong and our readiness razor-sharp. Standing tall with them are the Guard and the Reserves, whose citizen soldiers proudly trace their lineage all the way back to the colonial Minutemen.

All those who serve our Nation deserve our strongest support. They must have the best training, the finest equipment, access to the newest technologies. And those who do go into battle for our Nation must never be left behind. And so we continue to pursue the fullest possible accounting for those Americans who are still missing.

Those who serve in uniform deserve every chance to build good lives as private citizens. And so we must offer our veterans and their families every opportunity to live their dreams, helping them to improve their educations, find good jobs, buy homes, protect their health.

This commitment extends to pursuing answers and providing relief for Gulf war veterans with unexplained illnesses. This issue was first brought to my attention by the First Lady as she traveled across America and veterans and their family members came up and talked to her of their personal experiences. Last year, I appointed an independent Presidential advisory commission to address the health concerns of Persian Gulf veterans, their spouses and children. This commission will report its findings by year's end.

I want to assure all of you that we will leave no stone unturned in our efforts to investigate these cases and to provide our Gulf war veterans with the medical care they need. Tens of thousands of examinations have been performed; 26,000 determinations of disability have been made. There are many research projects now underway. There are mysteries still unanswered, and we must do more. But the United States will not forget the people who have served us, and we will discharge our obligations to those who served in the Persian Gulf.