

lant Space Shuttle explorers in mourning them and in saluting their courage, vision, and determination.

The families of Challenger's crew members, sharing the bold spirit of the loved and lost, resolved to join in the task of preparing America's coming generations of astronauts and scientists—of inspiring young people and of giving them the opportunity to develop all of the knowledge and capabilities they would need in space and science research.

To that end, the families established a living memorial, the Challenger Center for Space Science Education. The Center will be a tribute to the Challenger crew and to their achievements, their bravery, and their dedication to America's leadership in space. The Center will stimulate and enhance students' search for knowledge and involvement in science, especially the space sciences. The Center, which will rely on private donations, has already established headquarters in our Nation's Capital and is planning regional sites.

The goals of the Center are those of all Americans, as National Challenger Center Day reminds us so well. Let our Nation's continued mission in the exploration of space pay tribute to the Center and to the families, and let it forever salute Challenger's crew and its quest.

To commemorate the members of the Challenger crew, the Congress, by Senate Joint Resolution 201, has designated January 28, 1988, as "National Challenger Center Day" and authorized and requested the President to issue a proclamation in observance of this event.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim January 28, 1988, as National Challenger Center Day, and I call on the people of the United States to observe this day by remembering the Challenger astronauts who died while serving their country and by reflecting upon the important role of the Center in honoring them and in furthering their goal of strengthening space and science education.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-eighth day of January, in the year of our Lord nineteen hundred and eighty-eight, and of the Independence of the United States of America the two hundred and twelfth.

RONALD REAGAN

**Proclamation 5764 of January 28, 1988**

### **American Red Cross Month, 1988**

*By the President of the United States of America  
A Proclamation*

The remarkable story of the International Red Cross began at Solferino, in northern Italy, exactly 125 years ago, when battling Austrian and French soldiers brought death and destruction to the countryside—and when Swiss traveler Henri Dunant realized that wounded soldiers should receive assistance no matter what their allegiance.

From that compassion at Solferino grew a great tradition and a humanitarian organization that relieves the sufferings of all those wounded

not only by war but also by poor health, old age, personal adversity, natural calamity, and so on.

As Americans join people around the globe in observing this anniversary, we reflect that the story could have turned out much differently if Henri Dunant—one man, after all—had ignored Solferino and its victims. Clara Barton, for instance, might never have founded the American Red Cross, and her counterparts in other countries might never have founded sister societies. Life would truly have been different in our land for people who needed blood, or evacuees left homeless by floods, or accident victims, or countless others.

A century and a quarter after Solferino, we have real reason to celebrate the victory for humanity and for international cooperation that sprang from that battlefield. Today, 145 national societies of the International Red Cross offer help without regard to race, creed, cause, or nationality. Like many of these societies, the American Red Cross provides assistance on several fronts, including health and safety, disaster relief, blood, and social services.

Every day, the American Red Cross battles the devastation left by natural disasters. Last year, the Red Cross clothed, fed, or sheltered 450,000 disaster victims, and through the generosity of the American people it provided individuals with \$122 million in disaster relief.

The Red Cross also assists military personnel, last year alone helping members of the Armed Forces and their families 2.5 million times. Daily it relays 4,000 messages of birth, death, and illness to military posts worldwide.

The American Red Cross battles potential threats to the blood supply by collecting, and testing for disease, more than half of our Nation's blood supply. Last year, four million volunteers donated blood to the Red Cross, restoring life and health to millions of blood recipients.

The Red Cross also fights hazards to health and safety by training in cardiopulmonary resuscitation, first aid, swimming, water and boating safety, and preparation for parenthood and babysitting. Last year, seven million Americans successfully completed Red Cross courses. Last year, Red Cross chapters also distributed 67 million AIDS brochures and urged the public "to get the facts."

The Red Cross also combats social and economic problems; it helps young mothers, assists the aged, the homeless, and the destitute, and helps immigrants learn English.

These are some of the reasons we all rejoice in the vision and the mission of the American Red Cross, especially in this 125th anniversary year of the International Red Cross.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America and Honorary Chairman of the American National Red Cross, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim the month of March 1988 as American Red Cross Month. I urge all Americans to continue their generous support and ready assistance to the work of the American Red Cross and its more than 2,800 chapters, 1.4 million adult members, and three million youth volunteers.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-eighth day of January, in the year of our Lord nineteen hundred and eighty-eight, and of the Independence of the United States of America the two hundred and twelfth.

RONALD REAGAN

**Proclamation 5765 of February 2, 1988**

**National Consumers Week, 1988**

*By the President of the United States of America*

*A Proclamation*

Across our Nation and around the world, consumers are sending business an important message: there is no substitute for good service, the kind on which companies make their reputations. Under free enterprise, we consumers express our views through our everyday marketplace decisions and require businesses to adapt to our changing consumer choices.

The flexibility of American economic freedom opens the door to many opportunities for consumers and businesses. Both profit from today's increased emphasis on service. Customer-oriented companies that listen to their customers and make the commitment to act on their customers' wishes outperform their self-centered competitors time and again in profitability and customer loyalty. As a result, consumers are finding increasing responsiveness in some corners of the marketplace and are creating a demand for service in others. Indeed, customer service is emerging as a key competitive advantage today, not only in the domestic marketplace, but also in the expanding international arena.

In many industries, service is the product. The service sector accounts for 60 percent of our gross national product and provides some 70 percent of American jobs. Communications, transportation, utilities, banking, accounting, health care, and home maintenance are but a few examples of service industries indispensable to our way of life. Whether the transaction involves goods, services, or both, quality of customer service is a crucial ingredient in the interaction between customer and business, before, during, and after the sale. Service quality is often the factor that distinguishes businesses from one another.

This is the 7th year I have proclaimed National Consumers Week. I initiated National Consumers Week in 1982 to acknowledge and emphasize the significant stake consumers have in our economy. Our economy has three bases, the triad of capital, labor, and consumers; without any one of them the whole economy would lose its balance. Over the past 7 years, I have watched National Consumers Week grow into an established, national event involving millions of Americans in all sectors of our economy. I am proud of the success National Consumers Week enjoys. In recognition of the importance of consumers to our economy, and of service to consumers and business, "Consumers Buy Service" is the theme I have selected for National Consumers Week, 1988.