

discriminating consumers put pressure on suppliers to keep improving products and services while devising production efficiencies that will permit them to keep their prices competitive.

In light of the central role of the consumer in our free economy, it is especially appropriate to recognize that relationship during National Consumers Week, 1986. The slogan for 1986, "Consumers Rate Quality," acknowledges that consumers, by seeking quality and value, set the standards of acceptability for products and services by "voting" with their marketplace dollars, rewarding efficient producers of better quality products and performance. It is also a ringing declaration that consumers are entitled to and can insist on honest value for their hard-earned income.

Indeed, American businessmen and women are becoming aware that the broadened competition of a global marketplace necessitates attention to quality if they are to succeed. They must do more than just build better products—they must strive to improve marketing, sales, warranties, and service. Quality demands efficient management, productive use of human resources, and responsiveness to consumer needs and preferences.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim the week beginning April 20, 1986, as National Consumers Week. I urge businesses, educators, community organizations, labor unions, the media, government leaders, and consumers to recognize the pursuit of quality and excellence in every aspect of our lives, and to contribute to consumer and economic awareness during this week.

IN WITNESS WHEREOF, I have hereunto set my hand this fifth day of December, in the year of our Lord nineteen hundred and eighty-five, and of the Independence of the United States of America the two hundred and tenth.

RONALD REAGAN

Proclamation 5418 of December 6, 1985

National Community College Month, 1986

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

The more than thirteen hundred community, technical, and junior colleges, public and private, in the United States have contributed enormously to the richness and availability of American higher education. Nearly half of all undergraduate college students in the Nation today are enrolled in such institutions.

By providing educational opportunities at costs and locations accessible to all who are qualified, community, technical, and junior colleges have greatly enhanced the opportunity for every ambitious student, young or old, to enter a postsecondary school program. As community-based institutions, these schools provide varied programs and offer specialized training for more than one thousand occupations.

In recognition of the important contribution of community, technical, and junior colleges to our total educational system, the Congress, by Senate Joint Resolution 158, has designated the month of February 1986 as "National Community College Month" and authorized and requested the President to issue a proclamation in observance of this event.

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NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim the month of February 1986 as National Community College Month. I ask all Americans to observe this month with appropriate activities that express recognition of the significant contribution these institutions are making to the strength, vitality, and prosperity of our Nation.

IN WITNESS WHEREOF, I have hereunto set my hand this sixth day of December, in the year of our Lord nineteen hundred and eighty-five, and of the Independence of the United States of America the two hundred and tenth.

RONALD REAGAN

Proclamation 5419 of December 7, 1985

National Drunk and Drugged Driving Awareness Week, 1985

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

Motorists who drive while impaired by alcohol or other drugs are one of our Nation's most serious public health and safety problems. Each year, drunk drivers account for tens of thousands of highway fatalities and hundreds of thousands of injuries.

This needless carnage on our streets and highways can be reduced through increased public awareness and a willingness to take the necessary steps to prevent it. We must not wait until personal tragedy strikes to become involved.

Strict law enforcement and just penalties are essential. Contrary to popular opinion, driving is not a right, but a privilege that can and should be withdrawn when a drunken or drugged driver endangers others. We also need to develop better means of detecting these drivers and getting them off the road before they cause an accident.

Statistics show that a disproportionate number of our young people are involved in accidents in which alcohol and drugs are a contributing factor. In recognition of the considerable evidence that such accidents can be drastically reduced by raising the legal drinking age, the Federal government is encouraging each State to establish 21 as the minimum age at which individuals may purchase, possess, or consume alcoholic beverages. Many States have already raised the legal drinking age, as a result of efforts of dedicated citizen volunteers and the growing awareness that motor vehicle accidents are the leading cause of death among young people. States that have not raised their legal drinking age should review these developments carefully.

We need informed, concerned citizens who are willing to help generate awareness; we need education and action to eliminate drunk and drugged drivers from our highways. With the continued involvement of private citizens and action at all levels of government, we can control the problem of drunken and drugged driving.

In line with the recommendations of the Presidential Commission On Drunk Driving, we have embarked on a long-term sustained effort to focus the resources of our local, State, and Federal governments on this problem.