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OA/ID Number: 13868
Folder ID Number: 13868-012

Folder Title:
Boy Scout Jamboree, 8/7/89

Stack:	Row:	Section:	Shelf:	Position:
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~~In the struggle against drugs, =~~

~~The Boy Scouts of America have been taking the anti-drug message
to every community~~

For years, the Boy Scouts of America have been a leader in taking the anti-drug message to ~~the~~ every community. Now, you are an example of the dedicated and committed community leaders who are exemplifying for now on my belief ~~in~~ that any definition of the successful life in America includes service to others.

For years, the Boy Scouts of America have been a leader in taking the anti-drug message to every community. ~~XXX~~ By actively engaging in the lives of others, you are demonstrating a ~~principle~~ central tenet of my administration -- that from now on, ^{any} ~~the~~ definition of ^a ~~the~~ successful life in ~~America~~ must include ^{any} service to others.

in America

89 JUL 3 4:11

THE WHITE HOUSE
WASHINGTON

DATE: 8-3-89

FROM THE PRESIDENT

To: Chriss/Mark

Re Boy Scouts.

It would be nice to have some news in this speech but for sure we should add in recent statistics on drugs.... highlight cocaine use down by 1/3rd (or whatever the good news was this week) but also mention the job ahead to whip the crack menace... and the need for the scouts to help their less fortunate brethren in staying away from drugs. " you are leading by example but there must be some way for scout troops to actively engage yourselves in the lives of others (ask Gregg Petersmeyer)

OK for rest of it.

gb .

THE WHITE HOUSE
WASHINGTON

THE PRESIDENT HAS SEEN
8/3/89
1000 1000 1000 1000

August 2, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON W
FROM: MARK DAVIS MD
SUBJECT: BOY SCOUT NATIONAL JAMBOREE

I. SUMMARY ✓

On Monday, August 7, 1989, at Fort A. P. Hill in Bowling Green, Virginia, you will address the Twelfth National Jamboree of the Boy Scouts of America. The audience will consist of more than 30,000 Boy Scouts. You will be introduced by Bill Swisher. Secretary Skinner will also be present. The speech is 15 minutes long and will be teleprompted. Because this is an outdoor setting, a very sunny day may require us to revert to cards.

II. DISCUSSION

The main themes of this text are the space program and scourge of drugs.

Davis/Martin
Aug. 2, 1989
Draft: Three
Title: C:Scouts

PRESIDENTIAL ADDRESS: BOY SCOUT NATIONAL JAMBOREE/Ft. A.P. Hill
August 7, 1989/10:30 a.m.

((Thank you, Bill. Let me start by asking a favor. For the next ten seconds, I would like to hear every patrol in the Boy Scouts give its call, starting now . . .)) ((Wait ten seconds))

((Okay, okay, thank you . . . In all that noise, I thought I could make out otters, panthers, owls and even a moose call or two. Just think, out there somewhere in the thick Virginia forest are a lot of wild animals, and they've all just fallen in love . . .)) ((PAUSE))

Last Jamboree, I understand you had an unwelcome visitor by the name of Bob -- Hurricane Bob. Bill tells me you didn't have a camp out . . . You had a damp out.

But this Jamboree is coming together marvelously. You can canoe, kayak and swim. You can race trail bikes and compete in archery. You can earn Merit Badges while you work your way down the Midway. ((Undoubtedly, some of you will also be asked to organize snipe-hunting expeditions.)) This all sounds like a lot of fun. But there is one activity here that really tempts me to leave the White House behind and spend a few days with you here at Fort A.P. Hill. I am talking about Fish Hook Lake.

I started fishing at age five or so, in the cold waters along the coast of Maine, using a lead jig with a piece of white cloth for bait, sometimes trolling with an old green cotton line. ((And, of course, the first thing I caught was a cold.)) But after awhile, I got the hang of it, pulling in mackerel and an occasional flounder. I became acquainted with the waters off Kennebunkport so well that now I know every reef, when the swells will break and where you can find the seals on a given day.

Since the time I was your age, I've waded in a clean, clear river in Iceland next to the Prime Minister of that land, and caught my first salmon. I've pulled in bass in many states, and fought dolphin, kings and hard-hitting 'cuda on the high seas.

As you might have guessed, fishing is my favorite source of relaxation. It is with a rod and reel in my hand that I tend to count my blessings, especially if I'm with one of my grandchildren, or with Barbara . . . ((the only woman on earth who can read and fish at the same time, and catch every word and
✓ every fish.))

But no matter where I fish today, I always look back to the days when I trailed that piece of white cloth along the shoreline. And there's a lesson here that I want to share with you. Whatever you love to do -- whether its hiking, hunting or kayaking -- hang on to it. As you pursue success in school, and later in your careers, don't forget to find time for the things you love to do. If you stay true to the hobbies of your youth,

you will find a source of relaxation and replenishment that will never fail you.

There are other things you will learn as a Scout that will serve you well through life. Your Scout Law commands you to be trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent. ((Whew!))

That may sound like a lot to remember, but it isn't. For at the core of that code is something simple -- a desire to serve with honor, a sincere feeling for one's fellow man and for one's country. Service isn't a lifelong chore to be carried out. As Chief Scout Citizen Teddy Roosevelt put it, ". . . the full performance of duty is not only right in itself but also the source of the profoundest satisfaction that can come in life."

In short, to serve and serve well is the highest fulfillment we can know. Bill Swisher, who gave so much time and commitment to this Jamboree, certainly knows this. Around the country, Americans, like you, are serving others in a thousand ways, providing a thousand points of light and "doing a good turn daily."

I know the Boy Scouts have always helped out through times of disaster, from fires to flash floods. The Boy Scouts were there when Franklin Delano Roosevelt appealed for help during the Great Depression, gathering almost two million articles of clothing, household furnishings and food for the needy. And the Boy Scouts were a strong helping hand at home when older brothers fought a war in Europe.

Today, the Boy Scouts have taken on a new struggle, to defeat what you call the five "unacceptables" -- illiteracy, unemployment, child abuse, drug abuse and hunger. In fact, fighting hunger alone, Scouts, Cub Scouts and Explorers rounded up 65 million cans of food for local food banks -- the largest collection of food ever undertaken in the history of the United States.

Your focus is right on target. Today, we can be grateful that no depression or war looms ahead of us. But this doesn't mean that the times we live in are less demanding. The Boy Scouts of this Twelfth National Jamboree will face challenges unimagined by your parents.

Perhaps the greatest challenge of our times, I'm sorry to say, is one of the "unacceptables" -- the continuing struggle to keep drugs out of our high schools . . . a form of pollution, a poisoning of the mind, a corruption of the very soul, of young America. C

Last week, a Wall Street Journal reporter wrote movingly of his son, a boy named Ryan. Ronald Shafer remembered his Ryan as an enthusiastic collector of baseball cards who could name every batting champion back to the 1960s -- the kind of bright boy for whom life was an open invitation to succeed. But Ryan started using drugs and alcohol at age 12, and soon became a stranger to his parents and classmates. By age 16, Ryan was dead.

There are thousands of Ryans across America, thousands of young men and women who are in danger of losing their future, their very lives, to this scourge we call drugs. <

The Boy Scouts of America has assumed a leadership role in confronting this problem. You are teaching self-protection strategies against drugs and other dangers. You have circulated these strategies in direct language in a very successful pamphlet called Drugs: A Deadly Game. And you have done something else -- you are leading the youth of America by example. <

Now I want to challenge you to take the final steps. Ask yourself if you know someone like Ryan Shafer. And if so, have you done everything you can to help him or her?

There are other, more positive challenges facing your generation. When the first Boy Scouts chapter was formed, Americans had just tamed the farthest reaches of the West. There were only a few remote places in the world unseen by Man. Since then, the world has become smaller. And so has the room for our imagination and daring -- a narrowed space for the restless spirit of freedom that is so much a part of our national identity.

But you and I know that there is a new frontier, a frontier without limits -- space.

Once again, Boy Scouts have played a leadership role in preparing a generation for space exploration. It is no coincidence that half of all astronauts were once Scouts. Admiral Richard Truly, who is doing such a great job at NASA, is

an Eagle Scout. Gus Grissom, an American hero who lost his life in the early space program, was a Scout. David Scott, who operated the first lunar rover, was a Scout. Jim Lovell, another lunar explorer, is with us today . . . I guess, Jim, it's true what they say: "once an Eagle Scout, always an Eagle Scout." And I doubt that any of the Scouts who participated in the 1969 seventh Jamboree in Idaho will ever forget Eagle Scout Neil Armstrong, who made man's first step on the moon, and later sent his greetings to the Jamboree from deep space.

The first spacefarers were unique, the lucky few. But your generation will have a broader, greater opportunity to live in space, to travel to establish an outpost on the Moon and explore the mysteries of Mars. **This is the challenge of the next century -- your century and your challenge.**

Near the Jamboree area is a NASA exhibit called Freedom Station, which includes a display of our nation's first permanently manned space station in the next decade. Nearby are also large-scale models of the space shuttle and other spacecraft. This is America's space fleet, and its mission is gradually changing from exploration to settlement. **When we aim for the stars, it will be to stay.**

This brings to mind a small coincidence. Just a few miles away, along the Tidewater Coast of Virginia, the first Englishmen arrived in the New World -- also not just to explore, but to stay.

Those early colonists faced a terrible struggle. Their first autumn brought a bitter harvest of hardship. Their first winter brought tragedy. But in the end, the generation of Captain John Smith escaped the confines of the Old World and settled the new, a fresh frontier, a boundless promise called America.

Today, as before, some timid and chiding voices caution us against the danger, the hardship and the expense. Perhaps they should have seen Steven Spielberg's extravaganza. Or perhaps they should listen to Ray Bradbury, a writer who once said that space will make children of us all.

He meant that the strange beauty and mystery of space will teach even the most cynical and worldweary among us to rediscover the wonder of their first glimpse of the night sky. It is this sense of wonder and curiosity that draws you from the comfort of home and television to the outdoors. Tonight, when you are lying in your cots around a campfire, surrounded by dark forest, looking up at the stars of the night sky, I want you to consider something. Perhaps you, or your children -- or as hard as it is for you to imagine, your grandchildren -- will one day look up at the night sky before going to sleep, and see the Earth as a faint, twinkling blue star. ((PAUSE))

It is this spirit, a spirit of wonder, of discovery and adventure, that is surely drawing us to a new destiny on new and far distant worlds.

You are privileged to be the generation that will witness the first large movement of men and women into space. And as this happens, I know that the Boy Scouts of today will be in the lead.

Thank you for inviting me to your Jamboree. God bless you and God bless the Boy Scouts of America and the world.

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August 4, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
FROM: MARK DAVIS
SUBJECT: BOY SCOUT JAMBOREE

We have incorporated your comments concerning the decline in drug use, and how the efforts of the Boy Scouts dovetail with the call to national service.

Please also note another change, in the opening joke. Originally, you were to elicit the "yells" or animal calls from each patrol. Advance has learned that this venerable Scouting tradition is in decline, and that the joke runs a serious risk of confusing the kids.

In its place is a joke about a pre-teen movie idol by the name of Yahoo Serious. A photograph of Mr. Serious is attached.

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Davis/Martin
Aug. 2, 1989
Draft: Five
Title: C:Scouts

PRESIDENTIAL ADDRESS: BOY SCOUT NATIONAL JAMBOREE/Ft. A.P. Hill
August 7, 1989/10:30 a.m.

Thank you, Bill.

To all the Boy Scouts out there, I understand that it was quite a hike to get from your campsite to this natural arena. Thank you . . .

((Looking at all the young men and women here today, I'm afraid I have to give you a warning . . . If you stay in the forest too long, you'll start to look like Yahoo Serious . . .))

((Last Jamboree, I understand you had an unwelcome visitor by the name of Bob -- Hurricane Bob. Bill tells me you didn't have a camp out . . . You had a damp out.))

But this Jamboree has come together marvelously. You can canoe, kayak and swim. You can race trail bikes and compete in archery. You can earn Merit Badges while you work your way down the Midway. ((Undoubtedly, some of you will also be asked to organize snipe-hunting expeditions.)) This all sounds like a lot of fun. But there is one activity here that really tempts me to leave the White House behind and spend a few days with you here at Fort A.P. Hill. I am talking about Fish Hook Lake.

I started fishing at age five or so, in the cold waters along the coast of Maine, using a lead jig with a piece of white

cloth for bait, sometimes trolling with an old green cotton line. ((And, of course, the first thing I caught was a cold.)) But after awhile, I got the hang of it, pulling in mackerel and an occasional flounder. I became acquainted with the waters off Kennebunkport so well that now I know every reef, when the swells will break and where you can find the seals on a given day.

Since the time I was your age, I've waded in a clean, clear river in Iceland next to the Prime Minister of that land, and caught my first salmon. I've pulled in bass in many states, and fought dolphin, kings and hard-hitting 'cuda on the high seas.

As you might have guessed, fishing is my favorite source of relaxation. It is with a rod and reel in my hand that I tend to count my blessings, especially if I'm with one of my grandchildren, or with Barbara . . . ((the only woman on earth who can read and fish at the same time, and catch every word and every fish.))

But no matter where I fish today, I always look back to the days when I trailed that piece of white cloth along the shoreline. And there's a lesson here that I want to share with you. Whatever you love to do -- whether its hiking, hunting or kayaking -- hang on to it. As you pursue success in school, and later in your careers, don't forget to find time for the things you love to do. If you stay true to the hobbies of your youth, you will find a source of relaxation and replenishment that will never fail you.

There are other things you will learn as a Scout that will serve you well through life. Your Scout Law commands you to be trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent. ((Whew!))

That may sound like a lot to remember, but it isn't. For at the core of that code is something simple -- a desire to serve with honor, a sincere feeling for one's fellow man and for one's country. Service isn't a lifelong chore to be carried out. As Chief Scout Citizen Teddy Roosevelt put it, ". . . the full performance of duty is not only right in itself but also the source of the profoundest satisfaction that can come in life."

In short, to serve and serve well is the highest fulfillment we can know. Bill Swisher, who gave so much time and commitment to this Jamboree, certainly knows this. Around the country, Americans, like you, are serving others in a thousand ways, providing a thousand points of light and "doing a good turn daily."

I know Boy Scouts have always helped out through times of disaster, from fires to flash floods. The Boy Scouts were there when Franklin Delano Roosevelt appealed for help during the Great Depression, gathering almost two million articles of clothing, household furnishings and food for the needy. And the Boy Scouts were a strong helping hand at home when older brothers fought a war in Europe.

Today, the Boy Scouts of America has taken on a new struggle, to defeat what you call the five "unacceptables" --

illiteracy, unemployment, child abuse, drug abuse and hunger. In fact, fighting hunger alone, Scouts, Cub Scouts and Explorers rounded up 65 million cans of food for local food banks -- the largest collection of food ever undertaken in the history of the United States.

Your focus is right on target. Today, we can be grateful that no depression or war looms ahead of us. But this doesn't mean that the times we live in are less demanding. The Boy Scouts of this Twelfth National Jamboree will face challenges unimagined by your parents.

Perhaps the greatest challenge of our times, I'm sorry to say, is one of the "unacceptables" -- the continuing struggle to keep drugs out of our high schools . . . a form of pollution, a poisoning of the mind, a corruption of the very soul, of young America.

We had some good news last week about drug use in America. The number of overall drug-users in the United States **is down by almost 40 percent.** This is a real tribute to those who have worked in the service organizations, the youth clubs and communities across the nation. **And it is especially a tribute to the Boy Scouts of America.**

But we cannot yet claim victory. The number of people addicted to cocaine and crack has almost doubled. We must work harder. I am especially looking to you to encourage friends to refuse drugs -- **any** illegal drug. I don't want any young American starting down the path to cocaine and crack.

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There are thousands of Ryans across America, thousands of young men and women who are in danger of losing their future, their very lives, to this scourge we call drugs.

The Boy Scouts of America has assumed a leadership role in confronting this problem. You are teaching self-protection strategies against drugs and other dangers. You have circulated these strategies in direct language in a very successful pamphlet called Drugs: A Deadly Game. And you have done something else -- you are leading the youth of America by example.

For years, the Boy Scouts of America has led our nation in taking the anti-drug message to every community. By actively engaging in the lives of others, you are demonstrating a central ideal of this Administration -- **that from now on in America, any definition of a successful life must include serving others.**

Now I want to challenge you to take the final steps. Ask yourself if you know someone like Ryan Shafer. And if so, have you done everything you can to help him or her?

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This brings to mind a small coincidence. Just a few miles away, along the Tidewater Coast of Virginia, the first Englishmen arrived in the New World -- also not just to explore, **but to stay.**

Those early colonists faced a terrible struggle. Their first autumn brought a bitter harvest of hardship. Their first winter brought tragedy. But in the end, the generation of Captain John Smith escaped the confines of the Old World and settled the new, a fresh frontier, a boundless promise called America.

Today, as before, some timid and chiding voices caution us against the danger, the hardship and the expense. Perhaps they should have seen Steven Spielberg's extravaganza. Or perhaps they should listen to Ray Bradbury, a writer who once said that space will make children of us all.

He meant that the strange beauty and mystery of space will teach even the most cynical and worldweary among us to rediscover the wonder of their first glimpse of the night sky. It is this sense of wonder and curiosity that draws you from the comfort of

home and television to the outdoors. Tonight, when you are lying in your cots around a campfire, surrounded by dark forest, looking up at the stars of the night sky, I want you to consider something. Perhaps you, or your children -- or as hard as it is for you to imagine, your grandchildren -- will one day look up at the night sky before going to sleep, and see the Earth as a faint, twinkling blue star. ((PAUSE))

It is this spirit, a spirit of wonder, of discovery and adventure, that is surely drawing us to a new destiny on new and far distant worlds.

You are privileged to be the generation that will witness the first large movement of men and women into space. And as this happens, I know that the Boy Scouts of today will be in the lead.

Thank you for inviting me to your Jamboree. God bless you and God bless the Boy Scouts of America and the world.

#

A MESSAGE ABOUT DRUG ABUSE

DRUGS:

A

Deadly

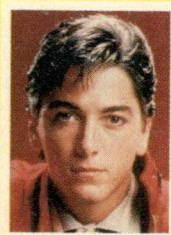
~~DANGEROUS~~

GAME!

This country is in the midst of a serious drug crisis. We are seeing kids—only 9, 10, or 11 years old—playing a deadly game of Russian roulette with their hearts, their livers, and in particular, with that most marvelous and delicate organ, their brains.

Our brains are better by far than any computer man can invent. Let's say you have a computer with 64K of memory, and you blow out half the circuits. That computer may still be able to perform some simple functions. But it's never going to be able to do the complex, sophisticated tasks it was designed to do. That's true of your brain, too.

That's why more and more kids, parents, and young adults are realizing that taking drugs is not just dangerous—it's deadly. By saying "No" to drugs, they're saying "Yes" to life and all the good things that can come from it.



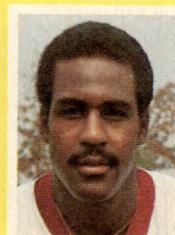
Scott Baio



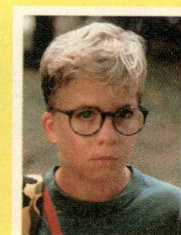
Antonio Smith



Julie Parisien



Art Monk



Peter Billingsley

Turn the page and read what these five superstars say . . . ►

Created in association with  and Champion International.

A MESSAGE ABOUT DRUG ABUSE



JULIE PARISIEN. "Skiing requires complete concentration and quick reflexes. We've learned at school how drugs affect your mind and body. None of us at Burke use drugs because we know you can't take drugs and win."

At age three, Julie Parisien resented the fact that she had to stay inside with the babysitter while her older brothers, ages four and six, skied down the soft powder of many New England slopes. The next year she insisted on following behind them, and since then, little has stood between her and her skiing.

By age seven Julie was racing in local races such as the interstate Buddy Werner League for under nine, where she came in second. Each year after that for the next four years, she was either first, second, or third in the Maine state championships. At age 13, she skied for the U.S. Olympics in Italy for two years. Last year she was second in the eastern division championship.

Now, at 15, Julie follows a rigorous schedule at the 13-year-old Burke Ski Academy in East Burke, Vermont. The school is dedicated to the belief that students should not have to choose between serious academic interests and their commitment to ski racing.

Living in rustic cabins in the mountains, Julie and 65 other students have only a few firm rules—no grades (students are evaluated by their teachers and by themselves without the format of grades), no curfew, no drink, no drugs, no cigarettes, no lying, and no TV. And no high school prom.

Although some of the freedoms are tempting at first, students soon learn that taking advantage of these

only lessens their enjoyment of the benefits of being a top skier: if they stay out too late, they'll be too tired the next day. Self-discipline is the key.

Burke students don't "just get by"; the school places a high value on excelling, on being a community of dreamers and doers.

During the winter Julie has classes in the morning, skiing in the afternoon, plus an additional physical exercise such as weight training or a four-mile run. Weekends are full of races all over New England. There is never a vacation. Every September returning students must meet rigid physical criteria set down by the U.S. Olympic ski team; last year two students were sent home for failing to meet the test.

Burke promotes an unusually positive camaraderie among the students. The atmosphere is competitive but supportive; students learn to handle failure as well as success. If one of the students is having trouble, the other students will offer help, if the student wants it.

Through skiing Julie has learned how to compete—that you can compete and fail and it does not mean you are a worse person, or that you can compete and succeed and it doesn't mean you are a better person.

Julie's future plans include skiing for the U.S. ski team in the Olympics and going to college.

ANTONIO SMITH.

"As a member of the Young Astronauts program, I've just returned from the Soviet Union where I participated in the first youth exchange. I study very hard. There's no place in my life for drugs of any kind."

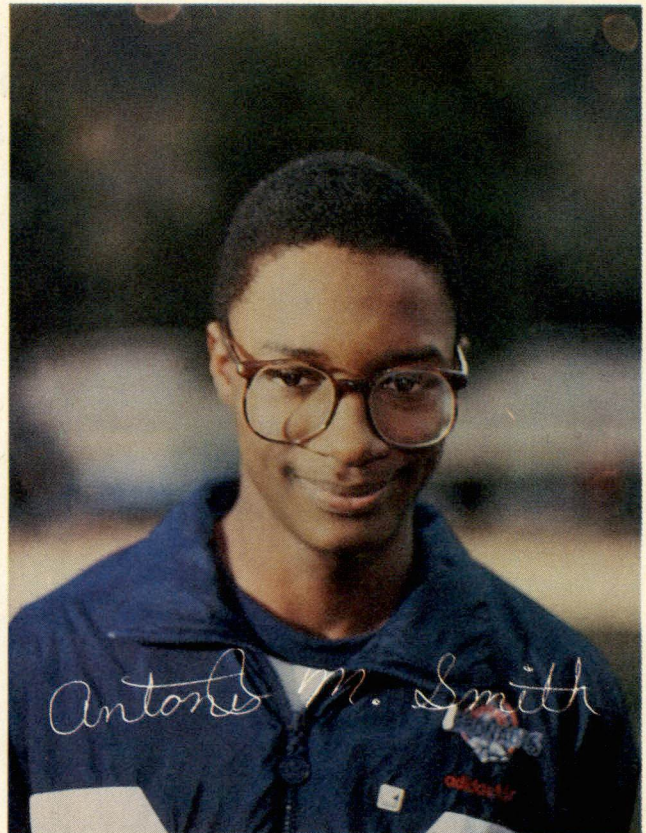
When the principal of Chicksaw Jr. High School in Memphis, Tennessee, called Antonio Smith into his office for "some sort of interview," Antonio didn't know that his answers to questions such as "Do you like to travel?" and "What do you think of outer space?" would win him a trip to Washington, D.C., to see the President.

Because of his "victorious" interview, a 3.8 grade point average, and his community activities, 15-year-old Antonio was selected to be the Memphis representative to the Young Astronauts program, launched by President Reagan in 1984.

The Young Astronauts program is a national educational program for elementary and junior high school students designed to promote the study of science, mathematics, and technological subjects. Conceived by syndicated columnist Jack Anderson, the program distributes "Adventure Activities" such as model rocket kits to participating schools. Each of the thousands of chapters nationwide is eligible to participate in writing, art, math, and science contests, with prizes sometimes including trips to Space Camp and shuttle launches. Young Astronauts like Antonio can also use their computers to access a high-tech electronic information system which keeps them informed on the latest happenings of the U.S. Space Program.

Young Astronauts pledge their best efforts "to improve my grades in science, mathematics, and related subjects, to learn about space and to help others towards these goals."

As president of his school's Young Astronauts program, Antonio is responsible for showing members computer programs from NASA and arranging science and technology activities. He and other future space explorers study the cosmic drama of the birth and death of a star by observing the Orion region of the sky. By using the Sky Travel program on a Commodore 64 or 128 computer, they find out what the Hunter Orion looks like throughout the night. They learn to "pilot" a gyro-



scope and to investigate the forces that cause a gyroscope to slow down.

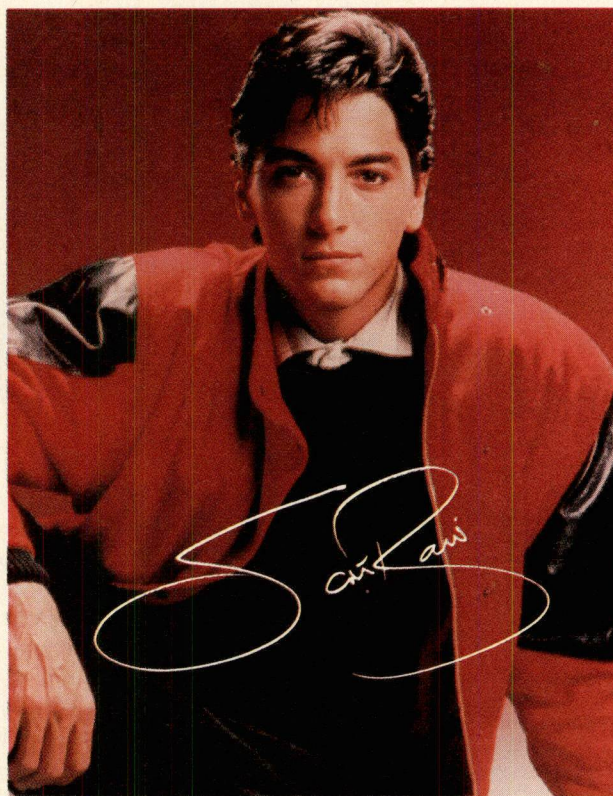
But it's not just outer space that intrigues Antonio. Planet Earth holds considerable interest for this young man. This past summer he joined his school traveling club for a tour of the Western United States, including New Mexico, Arizona, and California. He recently took a two-week trip to the Soviet Union with 10 other Young Astronauts. The Young Astronaut-Young Cosmonaut Youth Exchange was a direct result of the Geneva Summit agreements between President Reagan and General Secretary Gorbachev. Antonio and other students toured Moscow, Leningrad, and Star City, the Soviet cosmonaut training facility.

Antonio, the youngest of four children, enjoys riding his bicycle, collecting stamps and foreign money, and sprinting around the track for his school team. (He has won awards for the fastest mile at two meets.) He sings tenor in his church choir, and is a member of the National Junior Honor Society.

He wants to be an astronaut or an engineer when he grows up.

Scott Baio. "I'm 26 years old, OK, and to this day I've never even taken a hit off a joint. I've never done anything because I'm afraid . . . I'm chicken, so I stay away. And that's the only way—to stay away. So if someone approaches you, all you have to say is one little word—NO! You'll always be glad that you did."

When Scott Baio was only nine years old, he went to his parents and confidently declared, "I want to be an actor." "Sure, whatever you say," his parents replied, dismissing his young ambition. "But first finish your homework." They thought that might have ended the discussion right there. But it didn't. From that early beginning in Brooklyn, where he was born and raised, Scott has turned his desire to act into one of the most meteoric careers any young person in this country has enjoyed in many years. That career is now being topped off with a return of his series, "Charles in Charge."



Scott has also proven himself as a serious dramatic actor in several television productions. He starred in the Emmy-nominated "Luke" and "The Boy Who Drank Too Much," a personal favorite of Scott's, where he played a teenage alcoholic. Other dramatic roles include the ABC-TV Afterschool Specials, "Stoned," which earned Scott an Emmy nomination, "Walk Don't Run," and "All the Kids Do It."

Scott's career continues to flourish as he moves from teenage roles into parts more befitting his own age—26. In addition to "Charles in Charge," he will be seen in the upcoming feature film, "I Love N.Y.," a

Scott began his career in commercials, and at 13 got the big break that all actors, young and old, hope and pray for. He was singled out by the director from a herd of 2,000 competitive kids to play the lead in the movie, "Bugsy Malone." Scott's acting career was launched!

When producer Gary Marshall created the role of Chachi Arcola, the Fonz's nephew on "Happy Days," for Scott, he had no idea of the impact the young actor would have. Overnight Scott became one of the most popular members of the cast and continued to be an audience favorite for the eight-year run, receiving up to 5,000 fan letters a week. "Joanie Loves Chachi" was born in 1982.

In addition to his unique talent for comedy,

romantic drama with Scott playing a young photographer who falls hopelessly in love with the beautiful daughter of a famous celebrity. The film, scheduled for early 1987 release, boasts an all-star cast including Jennifer O'Neill, Christopher Plummer, and Verna Lisi.

In his free time Scott devotes himself to his second greatest passion, sports. He has been an avid athlete since he was a child, collecting 15 trophies in all. His favorite is basketball and his favorite team is the Lakers. He also loves nice cars, especially his current black Corvette.

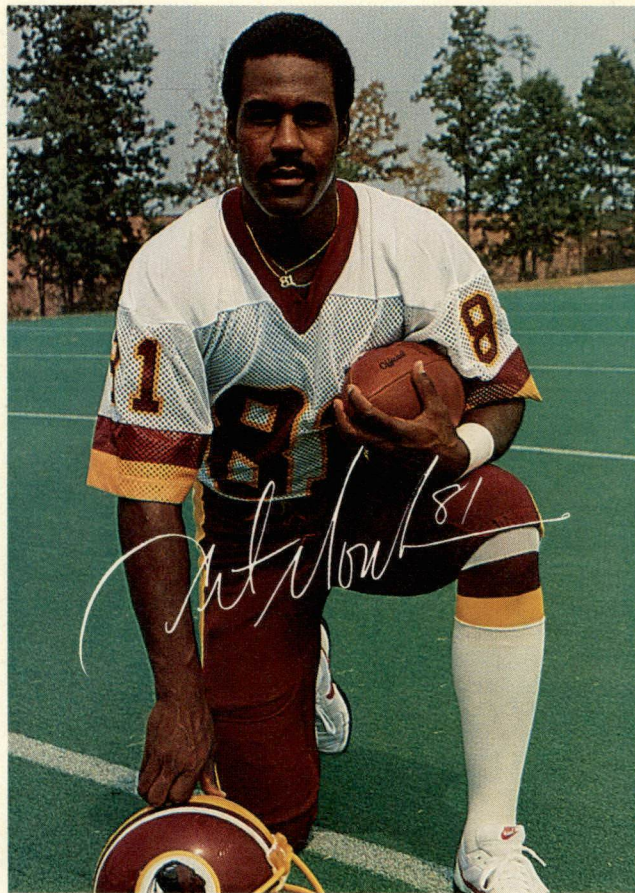
Scott has a definite nostalgic streak in his musical tastes. He loves the golden oldies of Frank Sinatra and Linda Ronstadt and has collected just about every Beatles record made.

A MESSAGE ABOUT DRUG ABUSE

ART MONK.

"As athletes we have to take on the responsibility to set good examples for our young people. Whether we like it or not, there are people out there who look up to us and really idolize us.

"I think we have to assume a responsibility to be good role models. Personally I don't use drugs. Drugs have never played a part in my life. I've always been concerned about my health and physical conditioning. All drugs will do is pull you down—hinder your performance."



If anyone should know what makes an athlete who wins—it's Art Monk. Selected by the Washington Redskins in the first round of the 1980 draft, Art Monk has been making and breaking the catching and running records for seven straight seasons.

Starting in 1980 he broke a Redskins rookie receiving record set back in 1964 by football's all-time leading receiver, Charley Taylor. He led the team in receptions in 1980, '82, '84, and '85, and in yards in 1980, '81, '84, and '85.

The end of the 1986 season marked the third year in a row—a team record—for gaining more than 1,000 yards each season. He's been named best receiver by his peers, the Associated Press, UPI, *Sporting News*, and *Football News*.

His seventh season with the Redskins saw the defenses of the opposing teams doubling their efforts to keep the ball away from him. And for good reason: his 1984 season was like no other that any other receiver ever had. In 1984, his very best season, he rewrote the NFL record book with his 106 catches. There went Charley Hennigan's 20-year-old record of 101. That year he played in the Pro Bowl. The Quarterback Club voted him Player of the Year, and the Redskins voted him Most Valuable Player. Coach Gibbs said of him, "I can't see how a receiver can be more valuable to a team."

And his 1985 season was right up there, too. His

91 catches led NFL receivers, bested only by Roger Craig's 92. He gained 1,226 yards, the third best in the league. In the last eight weeks of the season, he had six 100-yard games, catching 56 passes for an incredible 926 yards. In the December 15th game against the Bengals, in RFK stadium, he caught 13 passes to set a new Redskin record and to tie the NFL best for 1985.

Football experts call Monk, "sturdy." As the third best receiver in the conference, he has consistently averaged 50 yards per game for three years and in six seasons he missed only five games. Though he has had his share of battle scars—a sore shoulder and a twisted knee—sturdiness is his tradition. At Syracuse University he *never missed* a practice or a game because of injury in four years. In high school he was a national interscholastic champion in the 330-yard intermediate hurdles at White Plains High in New York.

Off the field, Art occasionally does TV broadcasts for the Superbowl. He enjoys spending time with his wife, Desiree, and his children, James Arthur, Jr. and Danielle. During the summer he operates a football camp for kids.

A MESSAGE ABOUT DRUG ABUSE

PETER BILLINGSLEY. "I have a very busy schedule dealing with my work, school, and family, and there's no place for drugs, drinking, or smoking in my life. I know the danger and damage they can cause."



Television audiences know him in the Hershey Syrup commercials and as co-host of the NBC-TV hit show, "Real People," where he has reported on go-cart racing and frog jumping. Moviegoers saw him in the MGM classic, "A Christmas Story," as Ralphie, the boy in Indiana in the 1940s whose earnest Christmas wish is a Red Ryder Carbine-Action, Two-Hundred Shot Range Model Air Rifle. He's shared the bill with such stars as Linda Evans, Teri Garr, and Michael Landon, to name a few.

Only 15 years old, Peter Billingsley has been a professional child actor since he was three. In those 12 years, he's made five television movies or specials and six motion pictures, including "Paternity" with Burt Reynolds, "Honky Tonk Freeway," and a horror film called "Death Valley." His latest movie, "Dirt Bike Kid,"

is a modern Jack-in-the-Beanstalk story, filmed in Dallas, Texas. Peter plays a young boy who is sent to buy groceries with the family's last \$50 and buys a dirt bike—which turns out to be magic—instead.

On TV he has sold hot dogs with Billy Martin, margarine with Reggie Jackson, and video games with Kareem Abdul-Jabbar. He's never had a professional acting class. Commercials are the toughest, says Peter, because directors "yell and scream, when all you're doing is talking to your fellow actors. You just have to ignore all that."

Off-stage, the blond-haired, blue-eyed kid with the horned-rim glasses is a typical teenager. The son of a financial consultant, he's a high school freshman. He likes science and computers and balances his work as an actor with the demands of school work.

He loves comic books, particularly "Thor" and "X-Men" ("When I turn 21, I'm going to donate \$1,000 to comics") and horror stories, and he loves sports—everything from football, basketball, and baseball to skateboarding, go-cart racing, and motorcycling. He's also a junior class golfer, having picked up the sport from his father. His handicap is 29 and he is giving serious thought to turning professional after college.

A native of Manhattan's upper East Side, Peter is the youngest of five children, all of whom have tried their hand at acting. His two older brothers and two older sisters (including actress Melissa Michaelsen) have all worked in television, either commercials, soap operas, or mini-series.

Peter lives in Phoenix, Arizona, close enough to the second hole of the next-door golf course that golf balls often land in the pool. It is far from the glitz and glitter of his Hollywood workplace. "I have regular friends in Phoenix," Peter explains, "and I'm just a regular guy to them. I don't see any of the money I make. It's all being put in a trust fund for me until I'm 21."

Although he likes Chinese, Indian, and Thai food (no eggplant, please), his favorite is pizza. When he grows up, he wants to "open up a pizza store where you can get the best pizza in the world!"—with no sardines, anchovies, or olives. "If I stay in show business," says Peter, "I think I'd like to write, produce, or direct like Ron Howard." He'd like to be in a thriller like a James Bond movie.

A MESSAGE ABOUT DRUG ABUSE

DR. SCHUSTER GIVES YOU THE ANSWERS

Charles R. Schuster, PhD, is the Director of the National Institute on Drug Abuse (NIDA). He is a recognized leading researcher in the field of drug abuse throughout the world. Prior to joining NIDA in Washington, D.C. in 1986, Dr. Schuster was Director of the University of Chicago Drug Abuse Research Center and a Professor of Psychiatry and Behavioral Sciences



in the University's medical school. Dr. Schuster's numerous works have been widely published. He received his PhD from the University of Maryland.

In a recent question and answer session with teenage adolescents, Dr. Schuster answered frequently misunderstood questions about the effects of drugs and their abuse.



TRUE OR FALSE? Pressure from friends is impossible to resist.

FALSE! Sometimes it may seem really hard to disagree with a friend or a group. A group of kids might all agree that they like—or don't like—certain movies, or a sports team, or a teacher, or their brothers and sisters.

The group might even say that taking drugs is a smart, safe thing to do. And you're either dumb or a chicken if you don't want to try them.

But ask those same kids, individually, what they really think. You'll find that some of them—like you—don't agree with the group at all.

Say "No" if the group is pressuring you to try drugs. There's a good chance someone in that group will admit to you later that they want to say "No," too.

TRUE OR FALSE? Some kids just aren't affected by certain drugs.

FALSE! There are probably kids around you who use drugs and who appear to be okay. But drugs wouldn't be called drugs if they

didn't change the way your body functions. And there's no such thing as a perfectly safe drug—even the drugs a doctor writes a prescription for.

Some of the harmful effects of smoking marijuana, taking amphetamines, or using other substances may take weeks or months or years to show up. And by that time, damage to the brain, the heart, or other organs may be permanent.

The effects of marijuana wear off in a few hours.

TRUE OR FALSE?



FALSE! The feeling of being high may last for only a few hours. But we now know that a person's ability to do complicated tasks can be affected for as long as 24 hours. Even if someone is smoking after school, he or she may eventually find it harder to concentrate during regular school hours.

There are also long-term effects which may never wear off. Marijuana smoke contains more of the cancer-causing substances and lung irritants than cigarettes do.

THC, the main mind-altering substance in marijuana, alters the hormones that makes adolescents develop into adults. THC stays

THE HEART

Increases heart rate by 50%. Lowers oxygen supply to heart muscle.

THE LUNGS

Contains more cancer-causing agents than tobacco. Irritates lungs and damages the way they work. Makes smokers more susceptible to colds, pneumonia, and flu. May lead to chronic bronchitis, emphysema, and lung cancer.

THE SEX ORGANS

Temporary loss of fertility. Impairs normal sexual development. May be especially harmful during adolescence or pregnancy.

Tobacco Smoking & Chewing

The leaf from the tobacco plant dried and cured. Highly addictive.

FACT: Contains the drug nicotine. Constricts blood vessels, impairs breathing, stimulates central nervous system. Causes injuries to:

THE HEART

Contributes to heart disease, attacks.

THE LUNGS

Can lead to incurable cancer. Also bronchitis and emphysema.

It could be your last breath.

Cocaine

A white, crystalline powder extracted from the leaves of the coca plant. Highly addictive.

THE BRAIN

May cause permanent brain cell damage, loss of memory, confusion, hallucinations.

THE HEART

Contributes to high blood pressure, enlarged heart, heart failure.

THE LUNGS

Greater chance of infections.

THE LIVER

Severe swelling and hepatitis, cirrhosis.

THE SEX ORGANS

Impotence (inability to have sex).

THE STOMACH

Inflammation, ulcers.

THE PANCREAS & INTESTINES

Inflammation, diarrhea.

THE MUSCLES

Weakness and loss of tissue.

A little or a lot— it could cost you your life.

Amphetamines

Stimulants which affect the central nervous system. Also called "speed," "uppers," "pep pills," and other names. Short-term effects include restlessness, sleeplessness, irritability, nervousness. Can cause hallucinations, depression,

DRUGS:

A ~~DANGEROUS~~ GAME!

Deadly

There's only one way to "win" the dangerous and deadly game of drugs: DON'T PLAY.

This poster describes some of the short- and long-term damage that can be done when drugs are used.

The more you use and abuse drugs, the less chance you have of growing up healthy—in body and mind.



Marijuana

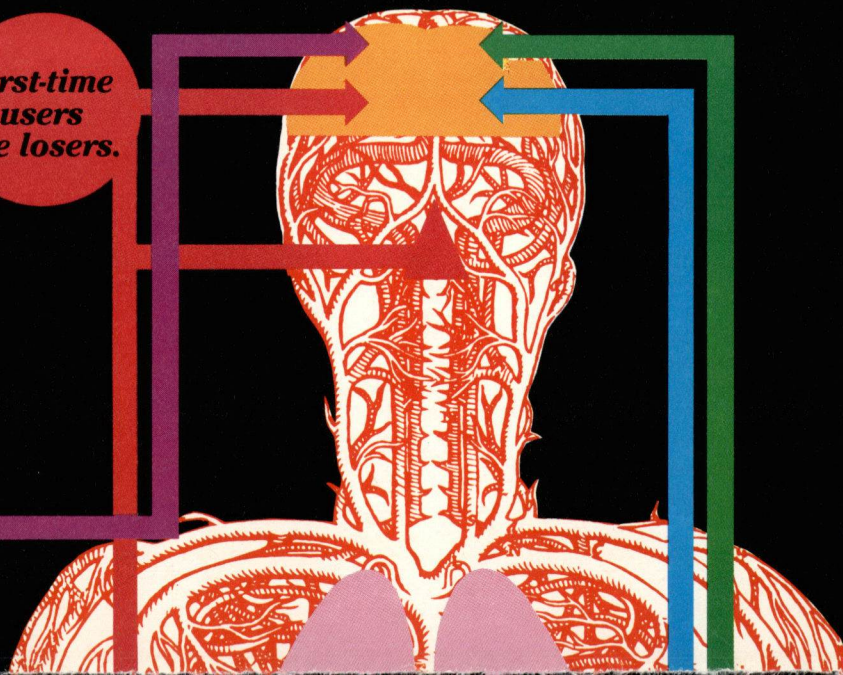
Grass, pot, weed. Common names for dried leaves from the *Cannabis sativa* plant.

FACT: Contains more than 400 chemicals, including a mind-altering substance called THC. **Immediate effects:** reduces short-term memory, alters sense of time, reduces concentration and coordination. May cause acute panic reaction and injuries to:

THE BRAIN

May cause permanent brain cell damage, particularly areas controlling memory and behavior. May cause acute fears and anxiety.

First-time users are losers.



Alcohol

FACT: Drinking-and-driving accidents are the number one killer of teenagers in the United States.

Like cocaine or heroin, alcohol is a drug. It can alter moods, cause changes in the body, and become habit forming.

Alcohol is absorbed directly into the blood through the stomach and small intestine. Alcohol depresses the central nervous system, causing impaired judgment, decreased self-control, impaired coordination, slow reactions, slurred speech, and sometimes unconsciousness. It causes injuries to:

A MESSAGE ABOUT DRUG ABUSE

in the lungs, liver, brain, and reproductive organs for up to one month after one marijuana cigarette has been smoked.

**TRUE
OR
FALSE?**

**Heroin is
addictive, but
cocaine is not.**

FALSE! Cocaine becomes an addiction in many of the people who try it.

When people are addicted to heroin, or alcohol, or amphetamines, they go a little crazy when they can't get it. It's the same with cocaine addicts. They'll do just about anything to get drugs—things they wouldn't dream of doing if they weren't addicted—like lying and stealing.

**Smoking
cocaine is bad,
but snorting
it is okay.**

**TRUE
OR
FALSE?**

FALSE! Smoking pellet-sized rocks of cocaine, called crack, can be extremely dangerous and very quickly addictive. Snorting cocaine can be extremely dangerous also.

Of the hundreds of deaths per year caused by cocaine, 25% are from *snorting* the drug. Testimony in the investigation of the death of University of Maryland basketball star Len Bias shows that Bias was snorting cocaine—not smoking crack—the night he died.



**TRUE
OR
FALSE?**

**Amphetamines
and cocaine
make you
feel "high."**

TRUE and FALSE! For a few hours after taking amphetamines or cocaine, a person may feel on top of the world. The day seems sunny even if it's raining outside.

But used repeatedly, these drugs produce just the opposite effect. A person becomes more and more irritable and nervous. Often-times the person develops symptoms of schizophrenia. They may withdraw and behave in bizarre (crazy) ways. They may become paranoid (suspicious) and believe that the whole world is out to get them. They lose their sense of reality.

**The worst thing: if
you drink too much
you get sick and
have a hangover.**

**TRUE
OR
FALSE?**

FALSE! Throwing up might be the least of your problems. Chug-a-lugging large quantities of alcohol can cause death very quickly.

Remember, people who drive while they are drunk often kill or injure themselves as well as other innocent people.

**TRUE
OR
FALSE?**

**Driving stoned is
not as dangerous
as driving drunk.**

FALSE! Driving high is a deadly road hazard. Smoking marijuana affects many of the skills needed to drive, including coordination, reaction time, and perception.

To make matters worse, the pot smoker behind the wheel may *think* he is driving safely. Marijuana detected in the blood and urine of traffic accident victims suggests that many of these deaths are due to "drugged driving."

**You can get
all the way
through school
without trying drugs.**

**TRUE
OR
FALSE?**

TRUE! If you want to, you can, and there are people all around—parents, teachers, friends—to help you do it.

Cocaine plant. Highly addictive.

FACT: Immediate effects: loss of appetite, increased blood pressure, heart rate, breathing, and body temperature. Injures:

THE BRAIN

Paranoia, aggressive behavior, hallucinations. Convulsions. Possible permanent brain damage.

THE HEART

May cause heart irregularity, heart attack.

THE LUNGS

Respiratory (breathing) failure.

THE LIVER

Hepatitis from injecting cocaine with nonsterile needles.

THE NOSE

Ulcers in the mucous membrane.

Take cocaine, you're insane.

anxiety, heightened fear that people are "out to get me." Violent and bizarre behavior. Injures:

THE BRAIN

May cause permanent brain damage, speech and thought disturbances.

THE HEART

Rapid or irregular heartbeat. Heart disease or heart attack from injecting high doses.

THE BLOOD VESSELS

Serious and life-threatening infections –including AIDS–from injecting amphetamines with nonsterile equipment or contaminated solutions.

When you crash, you come down hard.

Beware! Inhaling (sniffing) gasoline, paint thinners, glue, cleaning agents, lighter fluids can cause depression, drowsiness, headache, nausea, blurred vision, poor judgment, poor coordination, lead poisoning, bizarre behavior, coma and *death!*

If drugs are so harmful why do so many young adolescents get involved with them?

There's no simple answer. Is it lack of knowledge or education? Is it stress? Environment? Social acceptance? Is it genetic? These are *some* of the reasons. Perhaps the most common *known* reasons are:

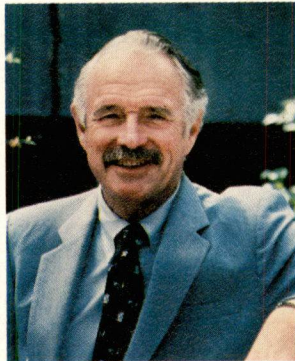
- **Peer Pressure.** The desire to be popular with friends, to be one of the gang, to be accepted.

- **Availability.** Drugs are available almost everywhere. Schools, concerts, meetings, even at home. (Alcohol, cigarettes, diet and other pills).
- **Curiosity.** A response to "a new experience" with many adolescents. The desire to experiment in new ideas and behavior.
- **Escape.** To free the mind of daily problems and conflicts; the hurt of growing up.

A MESSAGE ABOUT DRUG ABUSE

DR. TALBOTT GIVES YOU THE FACTS

G. Douglas Talbott, MD, is internationally known in his field. He serves as the Program Director of the Adult and Adolescent Chemical Dependence Programs (Drugs), in the Ridgeview Institute, Smyrna, Georgia. He is also President of the American Academy of Addictionology and Chief Medical Consultant for SAFE centers of Atlanta. Dr. Talbott has won numerous honors and awards and is widely published



throughout the medical field. He received his MD from Columbia Medical School in New York City.

Dr. Talbott and his Associate, Director, Dr. Harold Smith, work 24 hours a day treating adolescent drug addicts. They have helped hundreds of teenagers through the difficult, expensive, and prolonged program of rehabilitation. This is their advice.

1

You don't need to be a drug addict to die from drug abuse! Say "No!"



2

Marijuana smoking can alter your brain capacity, reduce your growth, your learning ability, your reflexes, your night vision, and damage your lungs. Say "No!"

3

Any drug abuse can lead to serious drug dependence. Say "No!"

4

Teenagers often think they cannot become addicted to drugs. Wrong! They can! Say "No!"

5

Family love, education, self-esteem (pride), and a belief in a power greater than self are the best weapons against drugs. Say "No!"

6

When it comes to their health, kids think they're "bullet proof." They're not! Say "No!"



7

WARNING! Drug use can start at any age. Say "No!"

8

Teenagers often say, "It can't happen to me." Wrong! There are an estimated 3.3 million adolescent alcoholics in this nation. Say "No!"

9

When kids sell drugs, they are already drug addicts themselves. Say "No!"



10

Drinking and drugs (marijuana, etc.) don't mix. It can be a deadly combination. Say "No!"

11

"Designer drugs" are extremely dangerous and very addictive—sometimes 1,000 times more potent than heroin. Say "No!"

12

A very high percentage of adolescents who "just have a beer or two" can quickly become addicted to alcohol.

So don't be tempted — just say "NO".



DAVID'S NIGHTMARE

AFTER SCHOOL, DAVID GOES TO THE FIELD WITH HIS FRIENDS, AND RUNS INTO TROUBLE . . .

HEY DAVID! STEVE'S GOT SOME GOOD DUST... WANNA SMOKE SOME WITH US?



NO THANKS GUYS — I DON'T DO THAT STUFF!

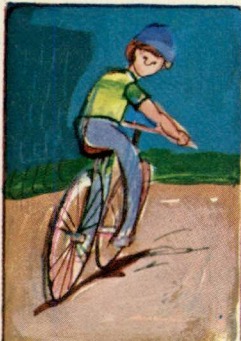
OH! SO YA THINK YOU'RE COOL? I BET YOU'RE SCARED!

YEAH!, YOU'RE CHICKEN! COME ON, THE STUFF'S REAL GOOD!

NO!



DAVID KNEW THEY DID DRUGS, BUT THEY NEVER APPROACHED HIM BEFORE.



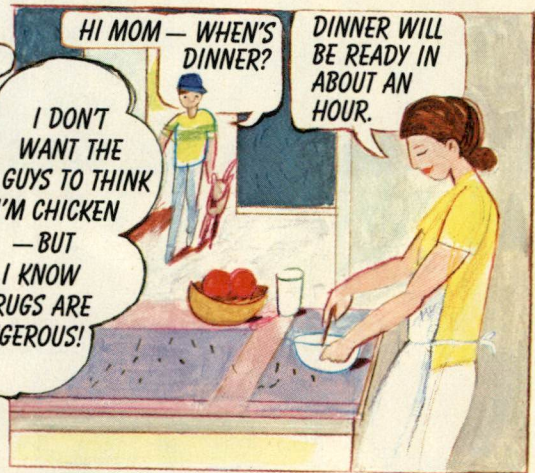
HE DECIDES TO GO HOME.



I DON'T WANT THE GUYS TO THINK I'M CHICKEN — BUT I KNOW DRUGS ARE DANGEROUS!

HI MOM — WHEN'S DINNER?

DINNER WILL BE READY IN ABOUT AN HOUR.

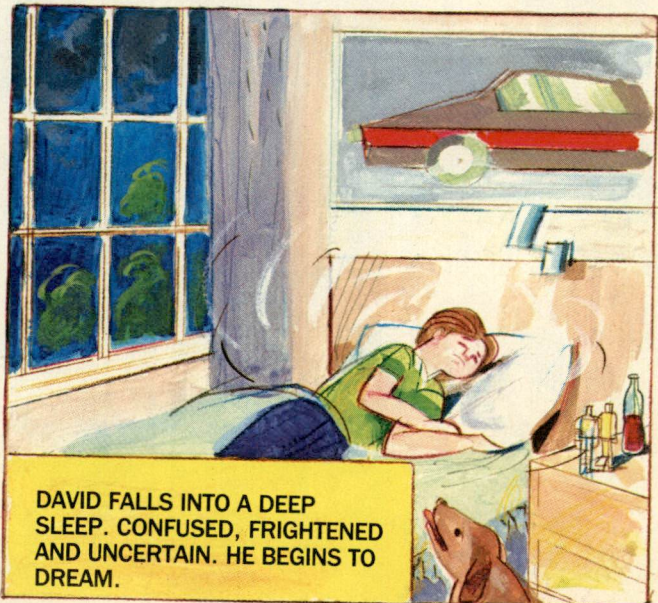


DAVID GOES TO HIS ROOM, TALKS WITH HIS DOG BARNEY.



RUFF!

WHAT SHOULD I DO, BARN? SHOULD I LISTEN TO WALLY AND STEVE?



DAVID FALLS INTO A DEEP SLEEP. CONFUSED, FRIGHTENED AND UNCERTAIN. HE BEGINS TO DREAM.

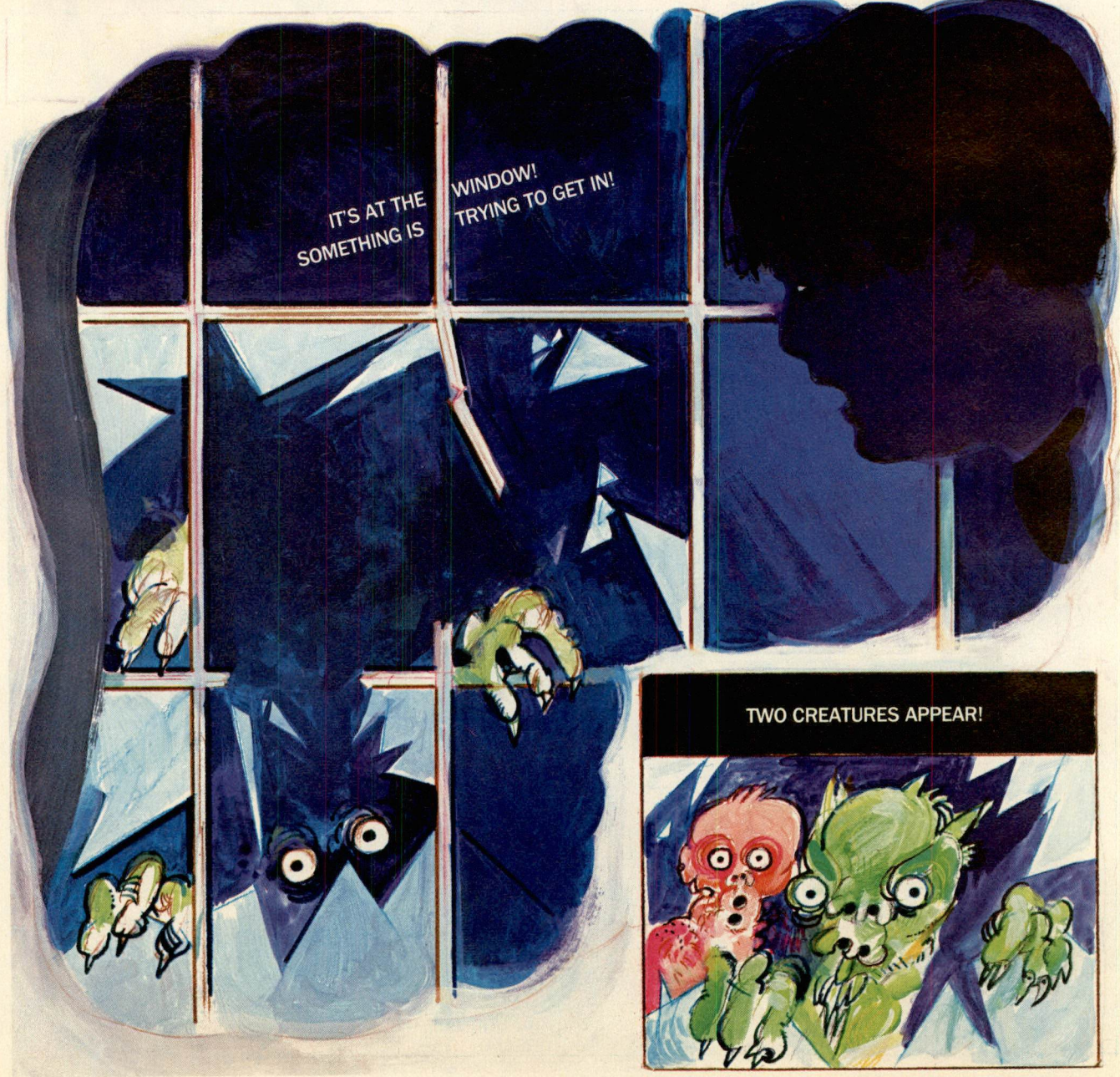
THE SHADOWS GROW DARKER AND LONGER AND THE WIND BEGINS TO HOWL.



SUDDENLY THERE'S A LOUD CRASH!
(THE DREAM CONTINUES.)



IT'S AT THE WINDOW!
SOMETHING IS TRYING TO GET IN!



TWO CREATURES APPEAR!

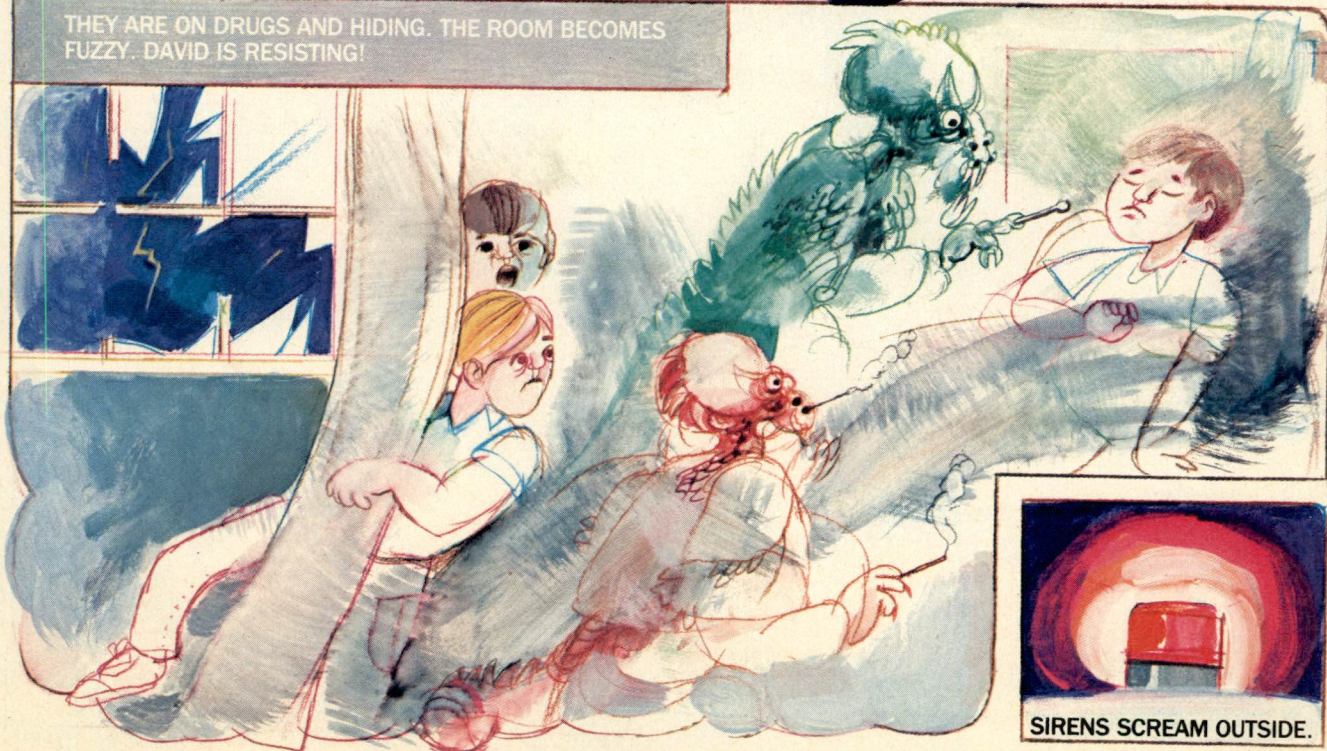




THE MONSTERS ARE SNORTING AND ROARING—
AND SMOKING DRUGS!



THEY ARE ON DRUGS AND HIDING. THE ROOM BECOMES
FUZZY. DAVID IS RESISTING!



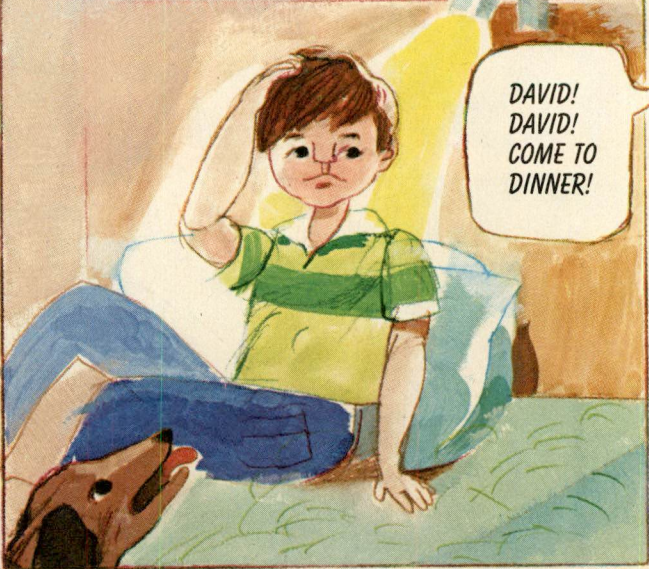


WALLY, STEVE AND THE MONSTERS RUN AS BARNEY, BARKING AND SNARLING, SWOOPS TO THE RESCUE.

THE MONSTERS SCREAM AND ROAR, SWINGING THEIR ARMS, LEGS AND TAILS.

THEY VANISH INTO THIN AIR!

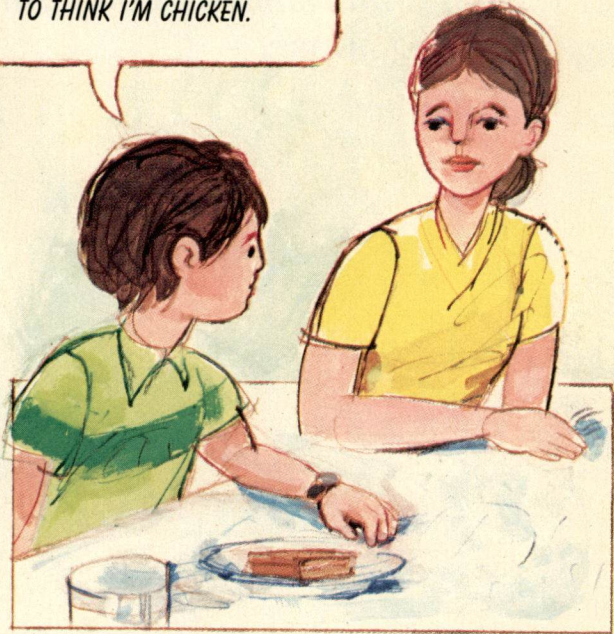
DAVID IS AWAKENED BY HIS MOTHER'S VOICE. HE LOOKS AROUND WONDERING WHERE HE HAS BEEN.



DAVID!
DAVID!
COME TO DINNER!



I WAS SCARED, I DIDN'T KNOW WHAT TO DO. I DON'T WANT MY FRIENDS TO THINK I'M CHICKEN.



NEXT DAY AT SCHOOL HE'S APPROACHED AGAIN BY WALLY.



DO WHAT DAVID DID—JUST SAY “NO.”

A MESSAGE ABOUT DRUG ABUSE

FIRST LADY Nancy Reagan began her own anti-drug campaign in 1981 and has since become America's number one spokesperson against drug abuse.

THE WHITE HOUSE
WASHINGTON

January 27, 1987

To the Youth of America:

Yes, drugs are indeed a deadly game. They're a game that's played only by losers. And sometimes when they lose, they can't even say, "Wait until next year," because with drugs, sometimes there's no tomorrow. Be smart. Stay on the winning side with those who really know the score.

We're counting on you to help keep America strong and free by keeping yourself free from drugs. We want you to share in the good things our country has to offer. We want you to enjoy a happy, productive life.

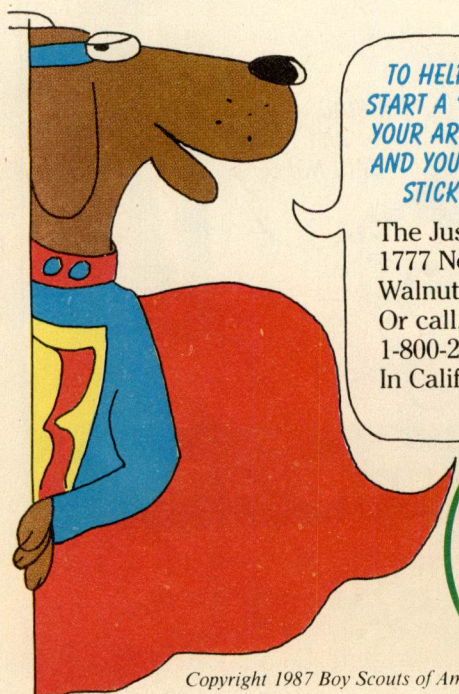
Please. Just say "No" to drugs.

Ronald Reagan

Nancy Reagan

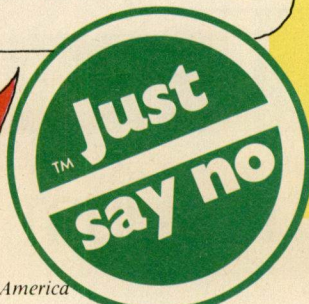


Through Nancy Reagan's work with the President's Drug Abuse Campaign, she has been instrumental in urging adolescents to refuse drugs by just saying "NO".



**TO HELP STAMP OUT DRUGS,
START A "JUST SAY NO" CLUB IN
YOUR AREA. FOR INFORMATION
AND YOUR FREE 4-INCH GREEN
STICKER, WRITE OR CALL:**

The Just Say No Foundation
1777 North California Blvd.
Walnut Creek, CA 94596
Or call,
1-800-258-2766
In California: 1-415-939-6666



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Reprinted from an insert in the March, 1987, *Boys' Life* magazine

"THREE STEPS TO SAY NO"

1. Find Out If What Your Friend Suggests Is OK

Sometimes you know right away if what a friend suggests is OK. Sometimes you know right away that it's wrong. But sometimes you have to ask your friend—and yourself—questions to find out if it is OK ("Is it safe?" "Is it legal?" "Could it hurt me?" "Would my parents approve?").


2. If It's Wrong, Say No

As soon as you know that something your friend suggests is wrong, say, "No, thanks." Then tell your friend why.

3. Suggest Other Things To Do

After you've said no and stated your reason, suggest other activities that are fun, healthy, safe, and legal.

© 1986 The Just Say No Foundation

Prices for this brochure, Teacher's Guide with test, copies of a 16-minute video tape, *Drugs: A Deadly Game* can be obtained from: Drug Abuse Task Force S200, Boy Scouts of America, 1325 Walnut Hill Lane, Irving, Texas 75038-3096 

Teacher's Guide

Deadly Drugs: A ~~Dangerous~~ Game!

In our interviews with experts on drugs we've learned that there is a great deal of confusion and misinformation—as much among adults as children—about the realities of the drug problem. Is cocaine really addictive? (Yes.) What's the harm of trying it one time? (Drugs are potent, and hence dangerous, even in small doses. And, yes, one time may be lethal.) What's the number one drug abuse problem? (Alcohol.)

As a teacher, you may be reluctant to approach the topic of drugs with your students. Perhaps you feel that your students are more “street wise” than you about drugs.

That's why we put these authoritative materials together—so that you can share with your students the *real* facts about drug use and abuse among young people, the real facts about peer pressure, and the real facts about *just saying “no.”*

There are five parts to “Drugs: A Deadly Game!”

- 1) An 18-page, full-color booklet *
- 2) A 16-minute video of superstars saying “no” to drugs
- 3) A poster depicting the effects of drugs on the body
- 4) An eight-page Teacher's Guide
- 5) A student activity worksheet

The booklet contains:

- a) Personal histories and remarks by five superstars.
- b) A series of true and false statements from Dr. Charles Schuster, director of the National Institute on Drug Abuse, in Washington, D.C.—and 11 facts about drug abuse from Dr. Douglas Talbott, program director of the Adult and Adolescent Chemical Dependent Program of the Ridgeview Institute, Smyrna, Georgia.
- c) “David's Nightmare,” a comic strip, demonstrating peer pressure and parental understanding and support.
- d) Comments by President and Mrs. Reagan.

Each piece was designed to reinforce the other and to show students that *yes*, drug abuse is prevalent, that it is *dangerous* and often *deadly*, and that popular people like NFL star Art Monk, and television and film star Scott Baio can say “no” to drugs.

Each section of this Teacher's Guide contains background information and facts you need to know as well as points of discussion (“Up for Discussion”) to stimulate your students to think about how these issues affect their present and future lives. Reference materials for further study are listed at the end.


How prevalent is drug abuse among high school students?

According to recent surveys by the National Institute on Drug Abuse (NIDA):

- Although for five years prior to 1985 there was a decrease in the use of a number of illicit drugs among high school seniors, in 1985, the trend changed. There has been an increase in active cocaine use and an increase in the use of opiates (narcotics) other than heroin.
- About 60 percent of high school seniors have tried an illicit drug. Approximately 40 percent have tried some illicit drug other than marijuana.
- By the senior year of high school, 17 percent have tried cocaine.
- One in twenty high school seniors in 1985 smoked marijuana daily.
- One in twenty seniors drinks alcohol daily, and 37 percent have had five or more drinks in a row at least once in the prior two weeks.
- Thirty percent of seniors have smoked cigarettes in the survey and 20 percent are daily smokers.
- By twelfth grade only about 10 percent of youth have never used an illegal substance.

These figures show, according to NIDA, that American high school students are more involved with illicit drugs than students in any other industrialized nation in the world!

Although education is the first step in dealing with this pervasive problem, studies show that, in addition to information, an environment that is supportive of adolescents is crucial. Oftentimes things that have nothing to do with drugs—like someone to talk to—may be the real deterrent to drug abuse. You may want to encourage your students to explore anti-drug or adolescent support groups in your community or to observe what other communities have done. For example, New York City's *SPARK* program, operating in 98 New York high schools, uses peer counseling with an adult coordinator to help students with personal problems. *Operation Snowball* in Illinois is an intensive training institute in which teenagers come together to acquire problem-solving and helping skills.

Prices for brochure, Teacher's Guide with test, copies of a 16-minute video tape, *Drugs: A Deadly Game* can be obtained from: Drug Abuse Task Force S200, Boy Scouts of America, 1325 Walnut Hill Lane, Irving, Texas 75038-3096  3[®]

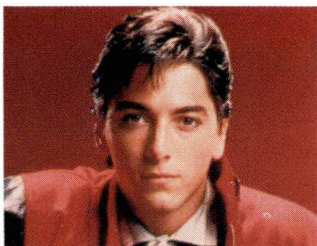
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Created in association with  and Champion International.

The Booklet

Background: "Superstars" shows students what some of their peers and heroes think about drugs, what they've accomplished *without* drugs, how they've said "no" to drugs, and that students, too, will be able to accomplish something worthwhile if they have a clear, drug-free mind. Our purpose is to inspire teens to say "no" in the face of what can be powerful peer pressure, without fear of losing their friends.

Students admit a lack of confidence with their peer group. At the Palo Alto Peer Counseling Program, students say that they need to learn how to make friends and to be a friend. When they learn this, peer influence can be a part of the drug abuse solution.



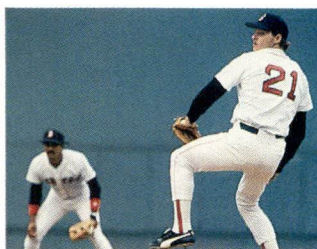
Scott Baio, 26, born and raised in Brooklyn, has been a professional actor since he was 9 years old. He is best known as Chachi Arcola, the Fonz's nephew on the TV sitcom "Happy Days" and its spin-off, "Joanie Loves Chachi." Scott has appeared in several made-for-television movies, including the afterschool special, "Stoned" (which earned him an Emmy nomination). His current feature film is to be released in 1987—"I Love N.Y."



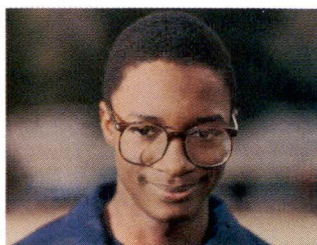
Julie Parisien, 15, U.S. Olympic Women's Junior Slalom Champion, has been racing on skis since she was seven. At ages 13 and 14, she skied for the U.S. Olympics in Italy. A high school junior at Burke Mountain Academy in Vermont, Julie and 71 other boys and girls maintain a rugged and competitive physical and academic schedule to meet the rigorous standards set by the Olympic Ski Team.



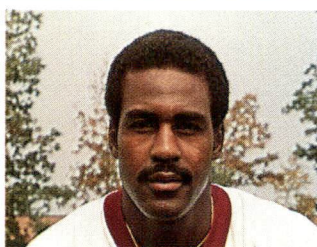
Peter Billingsley, 15, film and television actor. Perhaps best known as co-host of the NBC-TV "Real People," and as Ralphie in the classic, "A Christmas Story." Since he entered show business at age 3, he's made more than 100 commercials (the Messy Marvin of Hershey Syrup fame), six motion pictures, and five television movies. A science and sports buff, he lives in Phoenix, Arizona.



Roger Clemens, 23, star pitcher for the Boston Red Sox. Roger is known for his right-handed, 97-mile-per-hour fastball. This year he won the American League Cy Young Award, the All Star and American League's most valuable player awards. Married with a young son, Roger lives near Houston, Texas, where he started his baseball career.



Antonio Smith, 15, member of the U.S. Young Astronauts program, is a junior high school student who is seriously interested in science. As president of the regional Young Astronauts Club in Memphis, Tennessee, he was selected out of thousands, nationwide, to represent the U.S. Young Astronauts program in Russia. He and nine other U.S. students were guests of the Russian cosmonauts for 10 days.



Art Monk, 29, wide receiver of the Washington Redskins, has been making and breaking records since his rookie year. Named best in his field following the 1985 season by United Press International, the Associated Press, *Sporting News*, *Football News*. Monk's 91 catches made him the top NFL receiver in 1986, when he ran 1,226 yards. The father of two children, he operates a football camp for kids during the summer.

The Video "Drugs: A Deadly Game!"

Background: This video was produced to inspire students to say "no," just as these superstars have done. It features the personalities and articles included in the 18-page booklet.

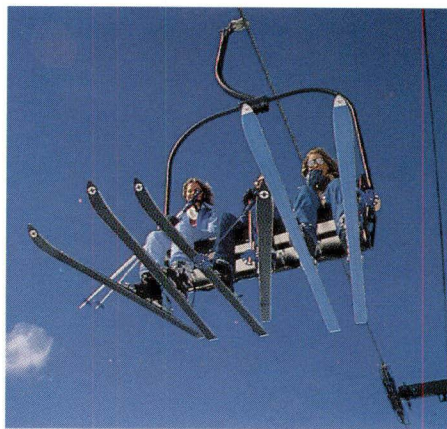
Up for Discussion

1) Discuss what someone would look like if he or she were on cocaine, marijuana, alcohol or smoking cigarettes. Discuss what one student said about drugs: "You can maintain control if you don't do drugs—you won't look stupid, get sick, be unable to drive, make a fool out of yourself, become violent, or be sexually vulnerable."

2) Discuss different ways of saying "no" diplomatically but firmly without feeling embarrassed.



3) Discuss the video personalities and their personal messages on the use of drugs. What other personalities can you remember who have talked against drugs on TV?



Resources

The National Institute of Drug Abuse has many resource materials on drugs. You may be particularly interested in:

Adolescent Peer Pressure: Theory, Correlates, and Program Implications for Drug Abuse Prevention. DHHS Publication No. (ADM) 86-1152.

Communicating With Youth About Alcohol: Methods, Messages & Materials. DHHS Publication No. (ADM) 86-1429.

Parents, Peers, and Pot and Parents, Peers, and Pot—II: Parents in Action, by Dr. Marsha Manatt, NIDA Publication No. (ADM) 86-1290. No. (ADM) 86-1290.

"*Saying No: Drug Abuse Prevention Ideas for the Classroom*" (NIDA 1980).

Drug Use Among American High School Students, College Students and Other Young Adults: National Trends Through 1985, by Jerald G. Bachman, Lloyd D. Johnson, and Patrick M. O'Malley, 1986. The National Institute on Drug Abuse, Rockville, Maryland 20857, ADM 86-1450.

Other helpful publications include:

Adolescent Drug and Alcohol Abuse, by Donald I. MacDonald, 1984. Year Book Publishers, 35 East Wacker Drive, Chicago, IL 60601. Paperback, \$15.95.

Getting Tough on Gateway Drugs, by Robert DuPont, Jr., 1984. American Psychiatric Press, Inc. Paperback, \$7.95.

Gone Way Down, Teenage Drug-Use Is a Disease, by Miller Newton, 1981. American Studies Press. Paperback, \$2.95.

Kids and Drugs: A Handbook for Parents and Professionals, by Joyce Tobias, 1986. PANDA Press, 4111 Watkins Trail, Annandale, Virginia 22003. Paperback, \$3.95.

Peer Pressure Reversal, by Sharon Scott, 1985. Human Resource Development Center, Amherst, MA 90406-2138. Paperback, \$15.00.

Strategies for Controlling Adolescent Drug Use, by J. Michael Polich, 1984. The Rand Corporation, 1700 Main Street, P.O. Box 2138, Santa Monica, CA 90406-2138. Paperback, \$15.00.

As a Peer Counselor:*

- Offer trust, openness, comfort, and understanding.
- Listen, clarify, and help people see alternatives for decision-making.
- Support and encourage positive action.
- Show understanding without being phony.
- Respect confidentiality.
- Realize that not all problems can be solved and not all people want to be helped.
- Refer troubled students to a professional counselor, psychologist, or community agency.
- Don't dominate, preach or tell people what to do.
- Don't give advice or offer solutions.
- Don't do for a person what he can do for himself.
- Don't put people down.
- Don't gossip about what was said in group sessions.
- Don't expect all problems to be solved quickly and easily.
- Don't attempt to provide services beyond your qualifications.

* Adapted from criteria developed for peer counseling programs sponsored by the Center for Human Development, in Lafayette, California. Reported in Resnick, Henry and Jean Gibbs. "Types of Peer Program Approaches," p.74, in Adolescent Peer Pressure: Theory, Correlates, and Program Implications for Drug Abuse Prevention, DHHS Publication No. (ADM) 86-1152.

2. THE WHERE AND THE WHEN

- Where would be a good place for your peer group to meet — school, the YMCA, a city recreation center? What are the advantages and disadvantages of each?
- When would be a good time to meet?

3. THE HOW

- How would you find out about other peer group programs? (HINT: For starters, check out the National Institute on Drug Abuse publication, Adolescent Peer Pressure, which tells about SPARK, a counseling program operating in New York's high schools; the Chicago Youth Development Project, founded by the Ford Foundation in 1960; and Project CLASP at Stanford University.) How can you apply some of their ideas to your school?
- What would be the first three steps you would take to get a peer group program organized?
- Envision some of the obstacles you might encounter and describe how you might deal with them.

4. THE WHO

- How would you go about finding an adult counselor? What kind of person do you think would be most effective?
- What kinds of students do you think would benefit from this program?
- How would you train students to help other students? What kinds of personality traits should a student have to help other students?

11. The majority of high school seniors take drugs.

12. Alcohol makes you more sociable.

Student Activity 2. Start Your Own Peer Program.

While the negative effects of peer groups — for example, persuading someone to take drugs — get most of the publicity, peer groups can also have far-reaching positive effects. To accentuate the positive and downplay the negative, many students across the country have started peer programs — counseling or health-centered programs that use students like you to provide support for other students.

Your peer group doesn't have to focus on drug abuse. In fact, some groups have focussed on self-esteem, for example, and in the process, had a positive effect on drug abuse.

It's not easy to start and maintain a program, but students everywhere agree, that with a little help from your friends, the problems of adolescence can be turned into constructive learning experiences.

1. THE WHAT AND THE WHY

- o List three good reasons why a peer group program is a good idea, for example — they help with drug abuse, they provide students with someone to talk to.
- o List three things your peer group program could provide, such as after school discussion groups, 90 minute tutoring sessions, training for people who are going to tutor or counsel.
- o List three kinds of activities that would help students develop social, interpersonal, academic, and organizational skills.

(Xerox or copy
and
distribute to students.)

STUDENT ACTIVITY WORKSHEET

Student Activity 1. Drugs — True or False and Why?

1. Students take drugs because they are lonely. _____

2. Five years from now, it won't make any difference that I smoked marijuana today. _____

3. Saying no to one person may be easier than saying no to another person. _____

4. Cocaine is not addictive. _____

5. Alcohol kills more high school students than any other drug. _____

6. If I start smoking cigarettes now, I will probably continue to smoke most of my adult life. _____

7. Amphetamines are a good way to lose weight. _____

8. All drugs have positive as well as negative effects. _____

9. Athletes who use stimulants will have better athletic performance. _____

10. Nicotine is not addictive. _____

(Pullout Section)

that he almost never gets quoted because he doesn't have gory pictures with people shooting up. All he says is, "Alcohol is our nation's number one drug abuse problem."

Prevalence: One in 20 senior high school students drink alcohol daily and 37 percent have had five or more drinks in a row at least once in the two weeks according to a recent NIDA survey. For people between the ages of 15 and 24, alcohol-related automobile fatalities are the number one cause of death. An estimated two-thirds of all adults are drinkers. There are 18 million alcoholics and alcohol abusers in the U.S.

Short-term effects: Alcohol is a central nervous system depressant that causes relaxation and drowsiness, impairment in judgment, reaction time, coordination and emotional control, and frequent aggressive behavior.

Long-term effects: Obesity with chronic excessive use; irreversible damage to brain and liver, fetal alcohol syndrome, lack of motivation, and many other complications leading to possible death.

Addictive? Yes. People become addicted to alcohol the same way they do to cocaine or heroin. No one knows what the "triggering" point is—how much alcohol is needed for a person to become an alcoholic; there is general consensus that there may be a genetic predisposition to the disease.

Tobacco

Tobacco is the dried and cured leaf from the tobacco plant. It contains the drug, nicotine.

Prevalence: Twenty percent of high school seniors smoke daily.

Short-term effects: Central nervous system stimulant, constriction of blood vessels, impaired breathing.

Long-term effects: Lung and other cancers, heart and blood vessel disease, cough, higher infant mortality; many deaths.

Addictive? Yes. Abstinence from cigarette smoking may be accompanied by mild physiological changes such as increased heart rate, hand tremor, skin temperature, and subjective changes such as increased desire to smoke and irritability. Although tobacco has not received the media attention that cocaine and other drugs have, it is by far the most widespread health problem among young people and the most preventable. To put things into perspective, according to the Surgeon General, there were 350 deaths nationally from cocaine in 1986 and 350,000 deaths directly related to cigarettes.

Amphetamines

Amphetamines include three closely related drugs—amphetamine, dextroamphetamine, and methamphetamine—or "speed," "white crosses," "uppers," "dexies," "bennies," and "crystal." They look like yellowish crystals in tablet or capsule form.

Prevalence: Statistics unavailable.

Short-term effects: Increased heart rate and blood pressure, dilated pupils, decreased appetite, dry mouth, sweating, headache, blurred vision, dizziness, sleeplessness, and anxiety. Injections may cause sudden blood pressure increase and death.

Long-term effects: Heavy use over a long time can lead to malnutrition, skin disorders, ulcers, and various diseases. Lack of sleep, weight loss, depression, and brain damage can result in speech and thought disturbances.

Addictive? Some people report a psychological dependence, a feeling that the drug is essential to their normal functioning. These users frequently continue to use amphetamines to avoid the "down" mood they get when the drug's effects wear off.

Up for Discussion

- 1) What other drugs do we use in society (caffeine, prescription drugs)? Do you think there is any health difference in the drugs we legalize as opposed to those that aren't legal? Are legalized drugs safer?
- 2) What do amphetamines and cocaine have in common? (Both cocaine and amphetamines are central nervous system stimulants and require larger amounts of the drug, over time, to produce the same effect.)
- 3) What do tobacco and opium have in common? (Both opium and tobacco habits develop rapidly. In both cases, simple exposure to the substance usually leads to repeated and then chronic use. To the extent that experimentation leads to chronic use, tobacco appears to have an "addictive potential" similar to that of opium.)
- 4) How is alcohol encouraged in our society? Can you think of some specific examples—advertisements, social expectations, peer pressure, traditions?
- 5) How is tobacco encouraged in our society? Why do you think people smoke? What do you think their lungs will look like in 10 years?
- 6) What is a habit that you have done for a long time that you think would be difficult to break? Why?
- 7) Can you think of something that seems good at the time but, over a number of years, is detrimental? (For example, eating too many sweets.)

Dr. Schuster Gives You the Answers

Dr. Charles Schuster is director of the National Institute on Drug Abuse, Washington, D.C. His main theme—that children are playing Russian roulette with their bodies when they experiment with drugs—is underscored by the several myths he dispels as true or false in the booklet.

Up for Discussion

1) Dr. Schuster adds these myths to the true and false answers in the booklet and video. Can you think of some other myths about drugs that you or your friends might think are true?

A. MYTH: One time can't hurt you.

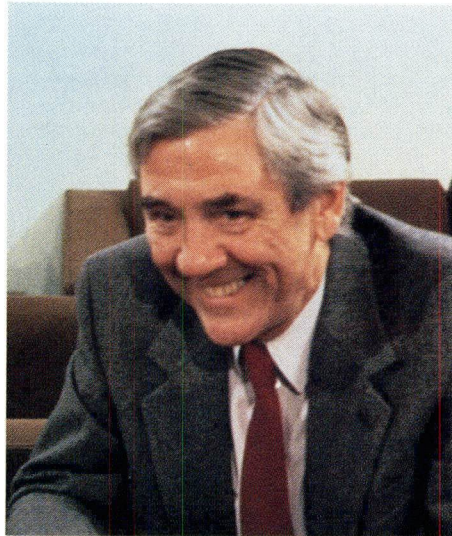
FACT: More potent, more available, and more lethal than ever, cocaine, heroin, and a rapidly increasing list of synthetic drugs can threaten the life of even a first-time user. Cocaine, once thought to be less dangerous than other drugs, in 1986 accounted for over 350 deaths. Today's marijuana has three times the amount of THC than marijuana that was available in the 1960s and early 1970s.

B. MYTH: The most dangerous drugs have been outlawed.

FACT: New synthetic "designer" drugs are being marketed amazingly fast so that, as one drug expert noted in *U.S. News and World Report* (July 28, 1986), "These drugs haven't been tested. No one is even sure about the toxic effects. But people are still lining up to buy them The public is taking the role of guinea pigs."

C. MYTH: You won't become addicted to cocaine with casual use.

FACT: The two million cocaine addicts will tell you differently. The up and down cycle of the cocaine user who always needs more to get his kick is often started with casual use and often continued without the user knowing he is becoming addicted.



2) Dr. Schuster says that our brains are like computers. What kinds of things can your brain do now that you may not be able to do if you were taking drugs? (Mathematical calculations, decision-making in your everyday life, etc.)

3) What does Dr. Schuster mean when he says, "There's no such thing as a perfectly safe drug—even the drugs a doctor writes a prescription for?" (That every drug, even aspirin, has some kind of side effect, or "contraindications." You should view skeptically any foreign substance you put into your body, even if it seems like something good; you should be aware that it may well have more than one effect.)

Related Activities

1. Have students bring in articles about drugs from newspapers, magazines, etc. Discuss TV news.
2. Review the booklet and video production, "Drugs: A Deadly Game!"

Up for Discussion

1) Can you name some well-known figures who used drugs and lost the game? (Answer: University of Maryland basketball player and Boston Celtics top draft choice, Len Bias, and Cleveland Brown's defensive back, Don Rogers, both died in 1986 from cocaine abuse. Former Washington Bullets basketball star, John Lucas, was addicted to cocaine. British pop singer Boy George, has sought treatment for heroin addiction.)

2) Why is it especially important at this point in your life not to play with drugs?

(Students are making important decisions about their future life that could be harmed by drugs. Refer to Body Chart in booklet.)

3) How do you think someone got to be selected out of 350,000 students to visit Russia with the cosmonauts or became the NFL's best wide receiver, or a national champion skier at age 15? What does it take mentally and physically to accomplish that? (Dedication, discipline, concentration, all things that are impossible when taking drugs.)

Dr. Talbott Gives You the Facts

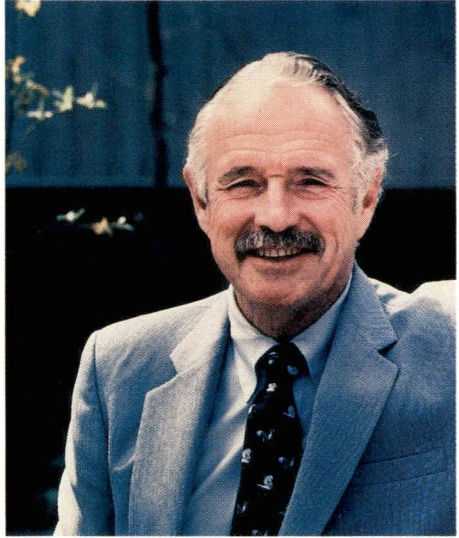
G. Douglas Talbott, M.D., serves as the program director of the Adult and Adolescent Chemical Dependence Programs (CADS), in the Ridgeview Institute, Smyrna, Georgia.

1. You don't need to be a drug addict to die from drug abuse! Say "No!"
2. Marijuana smoking can alter your brain capacity, reduce your growth, your learning ability, your reflexes, your night vision, and damage your lungs. Say "No!"
3. Any drug abuse can lead to serious drug dependence. Say "No!"
4. Teenagers often think they cannot become addicted to drugs. Wrong! They can! Say "No!"
5. Family love, education, self-esteem (pride), and a belief in a power greater than self (spiritual) are the best weapons against drugs. Say "No!"
6. When it comes to their health, kids think they're "bullet proof." They're not! Say "No!"
7. WARNING! Drug use can start at any age. Say "No!"
8. Teenagers often say, "It can't happen to me." Wrong! There are an estimated 3.3 million adolescent alcoholics in this nation. Say "No!"
9. When kids sell drugs, they are already drug addicts themselves. Say "No!"
10. Drinking and drugs (marijuana, etc.) don't mix. They can be a deadly combination. Say "No!"
11. "Designer" drugs are extremely dangerous, and very addictive—Sometimes 1,000 times more potent than heroin. Say "No!"
12. A very high percentage of adolescents who "just have a beer or two" can quickly become addicted to alcohol. Say "No!"

David's Nightmare

Background: During adolescence, with major physical, social, and psychological changes, there are pressures and inducements to test new behaviors, to rebel, and to identify with other people of similar ages going through similar experiences. Peer pressure, such as David's, may be too much for some.

Peer influence is the dominant factor for many teenagers' decisions to experiment with drugs. But the pull of the peer group is not enough without other factors. Research indicates that young people who don't have the trust of their parents are more susceptible to group pressures, are more likely to feel lonely, and may be more inclined to use drugs.

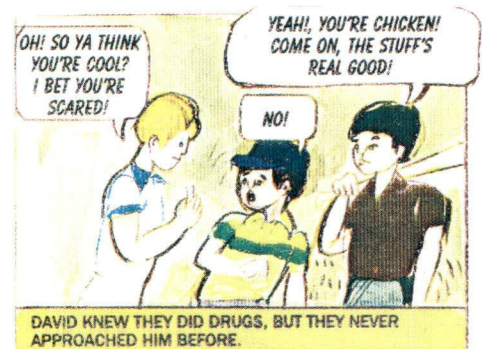


Up for Discussion

- 1) How do your peers affect the decisions you make in life? Can you think of some examples in which your friends influenced your behavior?
- 2) What does "peer pressure" mean to you? What is an example of positive peer pressure?
- 3) How do you feel when someone asks you to do something you don't want to do?
- 4) Can you think of famous people who were able to resist peer pressure and forge their own way? (Cesar Chavez, leader of the United Farm Workers of America, Susan B. Anthony, head of the suffrage movement to give women the right to vote.)

Related Activities

- 1) Have students role-play a situation in which they are pressured by friends to do something they don't want to do.
- 2) Have students cite examples from history or from the newspaper of situations in which people said "no." Also collect examples of positive peer influence.



The Body Chart

Background: "Drugs: A Deadly Game!" was prepared to illustrate graphically to students the short- and long-term effects of drugs on the body. Hang this chart on the wall and occasionally turn it over and review the questions and answers on the back.

The concept of "long-term effects" may be the hardest idea to convey to junior and senior high school students, for whom life is so immediate. Traditional drug abuse programs fail, notes one expert, because of their emphasis on hazards that may occur in the future; they do not take into account the present orientation of most adolescents. At the same time, it's important to emphasize that what feels OK today, may, over a period of time, be harmful, that the cumulative effect can be very harmful. Tars from cigarettes and marijuana smoke, over time, have produced tumors in laboratory animals; cocaine, over time, destroys the nasal passages; alcohol abuse, over time, eats away at the liver.

Cocaine

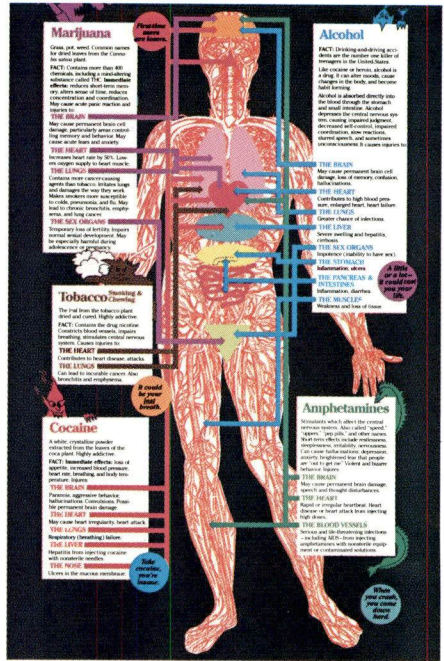
Cocaine, in its pure form, is a white crystalline powder extracted from the leaves of the South American coca plant. The drug sold on the street is a mixture of the pure substance (cocaine hydrochloride) and various adulterants added to increase the quantity. The drug is inhaled or "snorted." Or, in another form that can be smoked, drug users "freebase"—an especially dangerous practice. The use of cocaine is risky in all forms, and risks increase with the amount and frequency of use. When smoked, large doses reach the brain within seconds. When snorted, even small amounts of cocaine in sensitive persons may be enough to cause convulsions that can result in heart and respiratory failure, and death.

Prevalence: By their senior year, 17 percent of high school students have tried cocaine.

Short-term effects: When cocaine is "snorted," the pupils are dilated, blood pressure, heart rate, breathing rate, and body temperature all increase within a few minutes and peak in 15 to 20 minutes. This wears off in 30 minutes and the user feels depressed.

Long-term effects: Restlessness, depression, insomnia, sexual indifference, sinus irritation, and an inability to socialize normally.

Addictive? Yes. Research shows that an addicted animal will prefer cocaine to food, even if starved. Addicts who don't get it may be severely depressed and fatigued. Those who become addicted to cocaine never thought they would. Some cocaine habits cost \$200 to \$3,000 weekly plus damaged health, career, and personal life.



Marijuana

Marijuana is the common name for a crude drug made from the plant *Cannabis sativa*. The main mind-altering (psychoactive) ingredient in marijuana is THC, but more than 400 other chemicals also are in the plant.

Prevalence: 54 percent of high school seniors have tried it, but since 1981 the numbers have been decreasing.

Short-term effects: Relaxation, euphoria, increased appetite, alteration of time perception, heightened mood (positive or negative), acute panic anxiety reaction, increased heart rate (by as much as 50 percent).

Long-term effects: With regular marijuana use, there is a loss of motivation and impairment in thinking, reading comprehension, and verbal and mathematical skills. Research shows that students do not remember what they have learned when they are "high." Heavy use depresses the production of sperm, contributes to lung cancer, and contributes to depression.

Addictive? Long-term regular users of marijuana may become psychologically dependent, needing more to get the same effect and viewing the drug as the most important thing in their life. Often referred to as a gateway drug. Stronger drug usage usually follows.

Alcohol

Alcohol, like cigarettes, receives less media attention than other drugs, but is by far the most widespread drug problem in this country and costs us the most in lives. Bill Gregory, spokesman for the National Institute on Alcohol Abuse, told one reporter

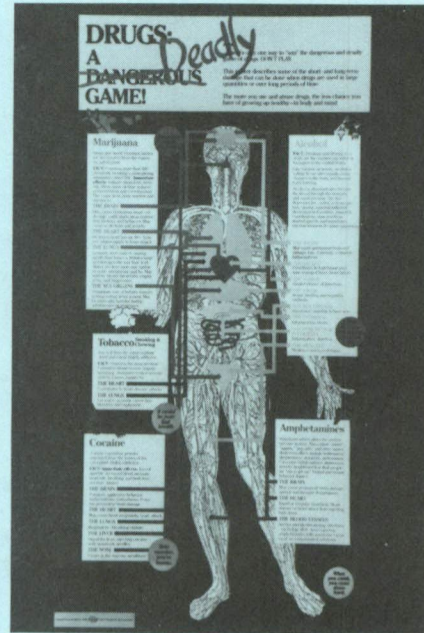
DRUGS: A DEADLY GAME

A youth-oriented, full-color, 18-page booklet is available that includes testimonials from young role models, as well as a comic book story entitled, "David's Nightmare," which focuses on peer pressure. Medical information is provided and a fold-out chart of the human body depicting the harmful effects of drugs, both physical and mental, is included. Comments from former President and Mrs. Reagan are an added bonus.

A teacher's guide is available as a companion piece. It provides suggested topics for review and discussion.

A 16-minute videotape shows role models saying "No" to drugs and graphically depicts what happens to the human body when drugs are abused.

A 23" X 32" full-color body chart poster that explains the short- and long-term damage that can occur when drugs are abused.



23" x 32"

Quantity	Item	Unit Cost	_____
_____	Drug Abuse Material Kit that includes these items which may also be ordered separately:	\$32.00	_____
_____	1 Videocassette (VHS Only)	\$16.00	_____
_____	5 Drug Abuse Teacher's Guides and 100 Drug Abuse 18-page Brochures (Shipping & handling included on items above)	\$16.00	_____
		(Shpg. & hdlg.)	
_____	1 Laminated/Metal Edged Poster	9.00 + .75	_____
_____	25 Laminated/Metal Edged Posters	200.00 + 8.00	_____
_____	100 Laminated/Metal Edged Posters	700.00 + 15.00	_____
_____	1 Metal Edged Poster	7.00 + .75	_____
_____	25 Metal Edged Posters	150.00 + 7.00	_____
_____	100 Metal Edged Posters	500.00 + 12.00	_____
_____	1 Unmounted Poster	5.00 + .75	_____
_____	25 Unmounted Posters	100.00 + 4.00	_____
_____	100 Unmounted Posters	300.00 + 9.00	_____
_____	24 Stickers (24 per sheet)	3.00 + .75	_____

Spanish Edition Of Poster Also Available. Check One:
 English Edition Spanish Edition

Ship to:

_____ Name _____

_____ Address _____

_____ City

_____ St

_____ Zip

Total Merchandise _____

Minimum charge order \$25.00

No COD's please

My Visa/Mastercard # is (circle one) _____

Exp. date _____

_____ month/year

_____ Signature _____

We're interested! How will these be used? _____

Send orders to:
 Drug Abuse Task Force S200
 Boy Scouts of America
 1325 Walnut Hill Lane
 P.O. Box 152079
 Irving, TX 75015-2079

Please recommend us to your friends or other organizations.

DRUGS: A DEADLY GAME

In 1987, The Boy Scouts of America launched a major effort aimed at educating the public about the dangers of drug use. The campaign, "Drugs: A Deadly Game," is directed toward all segments of the community. It focuses especially on youth, whether or not they are involved in Scouting.

The tragedy of drug abuse must be met head-on. Our youth are our most precious resource. We must convince them to just say "No" to drugs.

As of January 1989, the BSA had distributed:

7,380,819 Brochures
 5,428 Videotapes
 272,036 Teacher's Guides
 45,232 Posters

Boy Scouts of America was awarded a Presidential Citation for Private Sector Initiatives, one of thirty awarded in 1988.

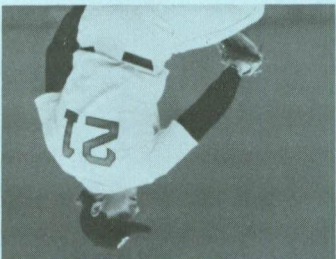
An Educational Program for Youth



Art Monk, 29, wide receiver for the Washington Redskins, has been making and breaking records since his rookie year. "Personally I don't use drugs. Drugs have never played a part in my life. All drugs will do is pull you down—hinder your performance."



Scott Bato, 26, has been an actor since he was 9. He is best known as Chachi Arcola on the TV sitcom "Happy Days." "I've never even taken a hit off a joint. I've never done anything because I'm afraid... I'm chicken, so I stay away. Say 'No! You'll always be glad that you did!'"



Roger Clemens, 23, star pitcher for the Boston Red Sox. A winner of the Cy Young Award, he is a legend with his 97-mile-per-hour fastball. "I've worked too hard to get where I am today. I don't smoke, drink, or fool around with any kind of drugs. I tell em 'No!'"



Charles R. Shuster, Ph.D., is director of the National Institute on Drug Abuse. "There is no such thing as a perfectly safe drug—even the drugs a doctor writes a prescription for."



G. Douglas Talbott, M.D., serves as the program director of the Adult and Adolescent Chemical Dependence Programs (CADS) in the Ridgeview Institute, Smyrna, Ga. "Designer drugs are sometimes 1,000 times more potent than heroin. Say 'No!'"



BOY SCOUTS OF AMERICA

Public Relations
1325 Walnut Hill Lane
P.O. Box 152079, Irving, Texas 75015-2079
Telephone 214-580-2000

FACT SHEET

DRUGS: A DEADLY GAME

PURPOSE

In 1987, the Boy Scouts of America launched a major effort aimed at educating the public about the dangers of drug abuse. The campaign, "Drugs: A Deadly Game," is directed toward all segments of the community. It focuses especially on youth, whether or not they are involved in Scouting.

NATIONAL PROBLEM

Drug abuse is a serious problem that affects the well-being of our society as well as its future. It is a national scourge in every respect.

Statistics indicate that American teenagers use more drugs than those of any other developed nation. These studies show that more than 60 percent of high school seniors have tried drugs, 26 percent have smoked marijuana, and 6 percent use cocaine at least once every month. Today, one out of every six 13-year-olds has tried marijuana.

BSA INVOLVEMENT

The BSA has long been concerned about drug abuse, especially as it affects our nation's youth. In 1987, the BSA, along with other youth-serving agencies, was invited to the White House and challenged to address the drug problem head-on. This was the impetus of the "Drugs: A Deadly Game" program. For its efforts, the BSA was awarded the President's Citation for Private Sector Initiatives in 1988.

IMPLEMENTATION

A list of available materials follows. These materials, all under the title "Drugs: A Deadly Game," were prepared with support from Coca-Cola USA, Champion International Corp., and the National Eagle Scout Association.

A **youth-oriented, full-color, 18-page booklet** is available that includes testimonials from young role models, as well as a comic book story entitled "David's Nightmare," which focuses on peer pressure. Medical information is provided and a fold-out chart of the human body depicting the harmful effects of drugs, both physical and mental, is included. Comments from former President and Mrs. Reagan are an added bonus.

A **teacher's guide** is available as a companion piece. It provides suggested topics for review and discussion.

A **booklet directed toward parents and Scout leaders** includes information on recognizing the signs of drug abuse, what parents and Scouting units can do, and where to turn for help. (This booklet is also available in Spanish.)

A **16-minute videotape** shows role models saying "No" to drugs, and graphically depicts what happens to the human body when drugs are abused.

A 23" x 32" full-color body chart poster that explains the short- and long-term damage that can occur when drugs are abused is also available. (This chart is also available in Spanish.)

A public service announcement (PSA) that features basketball superstar Dr. Julius Erving is available. In this PSA, he shares the message, "Drugs don't make sense." The PSA is available in 60-second and 30-second versions from the Public Relations Service.

Campaign lapel pins and body chart stickers are also available.

DISTRIBUTION

As of January 1989, the BSA had distributed:

- 7,380,819 brochures
- 5,428 videotapes
- 4,881 parent/leader booklets
- 272,036 teacher's guides
- 45,232 posters
- 587 public service announcements

ORDERING

Orders may be sent to: Drug Abuse Task Force, S200, Boy Scouts of America, 1325 Walnut Hill Lane, P. O. Box 152079, Irving, TX 75015-2079.



PRESIDENT'S CITATION PROGRAM FOR PRIVATE SECTOR INITIATIVES

The President of the United States of America

Awards this

CITATION

To

"Drugs: A Deadly Game"

a program of

Boy Scouts of America

Champion International

Coca Cola, USA

for outstanding service to the community

and finding

innovative private solutions to public problems

*The White House
Washington, D.C.
September 20, 1988*

Ronald Reagan

William P. Casey
Executive Vice President
Bottler Operations

Coca-Cola USA

Division of
The Coca-Cola Company

February 12, 1987

TO: U.S. Bottlers of Coca-Cola

Last week, I wrote to you concerning one of the most exciting and important community service, public education, and promotional activities ever launched in the area of drug abuse awareness.

With national support from The Coca-Cola Foundation and Coca-Cola USA, The Boy Scouts of America today launched "Drugs: A Deadly Game" via a major news conference at the National Press Club in Washington. BSA's 408 U.S. councils were simultaneously notified earlier in the week.

Now, it's time for your involvement in what is the most multi-faceted, anti-drug educational programs ever developed. This effort potentially reaches into every community organization. A key objective is to place the enclosed drug awareness color brochure into the hands of every young person in America.

As a start, here's what we've worked out with the Scouts in terms of initial distribution, reaching up to 8 million youngsters and adults.

- 4 million Cub Scouts, Boy Scouts, and Explorers.
- 1.2 million Scout leaders and parents.
- 7.5 million subscribers to Boy's Life Magazine (March Insert) and 1.9 million readers of Scouting Magazine (March-April issue).

With your help, local councils can now extend this reach to millions of other Americans, young and old, via civic and community groups, religious and fraternal organizations, and public and private school systems.

Enclosed are suggestions for cooperative programs with local councils.

We know you've seen and may have been involved in other anti-drug programs. We truly believe this is a very special one because it brings together the strengths of local councils with local Bottlers throughout America. It also has all of the honor and patriotism with which Coca-Cola is traditionally associated. We hope you'll agree this is a significant effort.

Please contact your local Boy Scout council as soon as possible or expect a call from them. If you have questions, please contact Coca-Cola USA Public Affairs Programs -- Rob Martin, 404/676-3702, or Bob Longenecker, 404/676-2691.

Best wishes, and thanks.

Bill Casey

FEB 18 1987
BURRELLE'S

Boy Scouts to wage anti-drug fight

The Indianapolis News

Boy Scouts of America is initiating a nationwide campaign aimed at fighting drug abuse, says Ben H. Love, chief scout executive of the national organization.

Love will speak about the campaign, called "Drugs, a Deadly Game," during a visit to Indianapolis Thursday. He will make his address to a gathering of 300 Eagle Scouts.

"This is not a program that we will hit the media with and then let die," Love said of the anti-drug platform. "It is something we will incorporate into all facets of our program."

Information about the campaign will be distributed to Scouts in the March issue of Boys Life magazine. Individual Scout troops will discuss the material, and each Scout is encouraged to discuss drug abuse with his parents.

"It will be part of our total program that teaches young people to be aware of drugs and how to say no," he said.

Love also will address the problems of illiteracy, child abuse and teen unemployment during his speech.

"I will be speaking about things we have identified as unacceptable in society today," he said. "In Scouts, we help people establish values that permit them to make ethical choices throughout their life."

For many years, Boy Scout leaders have sought to teach young men basic qualities of trustworthiness, loyalty, bravery and reverence.

Eagles dinner Thursday

More than 300 Eagle Scouts are expected to attend a "Gathering of the Eagles" dinner at the Indiana Roof Ballroom Thursday. The dinner is a part of the Crossroads of America Council, Boy Scouts of America, anniversary celebration.

Those characteristics were expected to keep the Scouts "physically strong, mentally awake and morally straight," according to the Scout Oath. But now the leaders of Scouts are doing more than speaking about good things. They are actively speaking out about the many problems confronting young people.

"These are problems that impact all of society," Love said. "We are doing this because of the need for us to do everything we can to improve the environment in which young people are growing up."

Love said the drug program is targeted at all young people, not just Scouts. He said the material will be made available to other interested youth organizations.

"That is the thing that really make us excited," he said.

The material was written with the "consultation of the best experts in the country," Love said. The program is funded with the assistance of the Coca-Cola Co.



Ben H. Love
Will visit here Thursday

Advertising | Philip H. Dougherty

Air-Sole Introduced By Nike

THE first team from Nike was in town yesterday from Beaverton, Ore., bringing word of revolution and making plans to spread it.

What you consider a revolution and what Philip H. Knight, the president and chairman of the athletic shoe company, considers a revolution may not be the same. But at least Cindy Hale, the ad manager of Nike, agrees with the boss.

"We saw in the late 1970's what we thought was the running revolution, but it wasn't," Mr. Knight said. "It was the first shot of a fitness revolution."

This year's revolution is the new Air-Sole air-cushioned shoe, which Nike will be offer this year in 11 models. According to an ad that ran in the February issue of *Runner's World*, it is "a special gas, pressurized inside a tough, flexible, urethane skin" that "provides a spring-like cushioning."

To spread the word of this innovation, Nike plans to spend \$7 million for advertising from late March through mid-May. The majority will be spent in television, starting with a 60-second commercial of the black-and-white documentary genre in which ordinary health nuts appear with such stars as Michael Jordan of basketball and John McEnroe of tennis in a variety of sports including barefoot swimming.

And they do it all to the accompaniment of the Beatles singing "Revolution." It marks the "first time in advertising history that an original Beatles group recording has been licensed for use in a television campaign," Nike said in a statement.

The commercial will appear, according to Ms. Hale, on network and spot television, as well as on cable, where Nike already has a position in ESPN basketball games. Four other spots will be coming along, each of which will feature a different shoe — walking, basketball, all purpose and children's.

The air time purchased will be aimed at reaching more women during the week and more men during weekend sports programming. The time hasn't been bought yet, but a media representative from Nike's agency, Weeden & Kennedy in Portland, Ore., is negotiating now in New York.

In addition to the video advertising, there will be a magazine campaign featuring, for starters, an eight-page insert that starts off: "Nike-Air is not a shoe. It's a revolution."

The insert has already appeared in *Runner's World* and will next appear in April or May in *Sports Illustrated*, *People*, *Rolling Stone*, *Gentlemen's Quarterly*, *Glamour*, *Mademoiselle* and *Esquire*. The same publications will get later ads on individual models of shoes.

Both the first commercial and the insert feature the Max Air model, the only one of the new lineup to have a see-through heel. It is quite distinctive.

Nike's total ad budget is about \$22 million, but another \$40 million or so is being put into promotional activities and endorsements. Nike has 350 to 400 athletes in its stable of such loyal (and sometimes paid) wearers, Ms. Hale said.

According to Mark Sullivan, the editor of *Sports Style*, a trade publication, factory sales of athletic footwear were about \$2.5 billion last year, which he translated loosely to \$4 billion at retail.

While Nike was the market leader from 1980 through 1985, Reebok came in with its more-fashion-than-performance-oriented footwear and moved steadily up on Nike. Last year, Mr. Sullivan said, each had about 23 to 25 percent share of the market.

However, in 1987, Reebok has moved strongly out in front. And now that it is acquiring the Avia Group International, which is more performance-oriented than fashion-oriented, it will be hard to keep up without the proper shoes.

New Publisher Named At Working Mother

Carol Evans, 34 years old, will be taking over the publisher's job at *Working Mother* magazine when Raymond Eyes retires at the end of the month.

Ms. Evans, who became a working mother herself only this year, has been the magazine's advertising director since 1982. She joined *Working Mother's* sales team in Chicago in 1978, the year it was started. Previously she was with *American Home* magazine.

Wunderman to Handle New Optima Card

Now that American Express has revealed the existence of its new Optima card, it is possible to reveal that its agency for the introduction is Wunderman, Ricotta & Kline, the Young & Rubicam direct-marketing specialty agency.

That in itself tells you there will be a little something different about the campaign. It will be via direct mail instead of the usual broadcast and print onslaught one expects from new credit cards.

Since the client already has the list of all of its card holders to work from, direct mail can make for an exquisitely pinpointed marketing effort. There has been trade talk that this could be a \$15 million to \$20 million advertising campaign.

2 More P.&G. Products To Slater, Hanft, Martin

Slater, Hanft, Martin, already a Procter & Gamble agency, has picked up two more products, Dramamine and Icy Hot. The former is a motion sickness product, the latter a pain-relieving ointment. Already at the agency is Percogesic, an aspirin-free pain reliever. Billings for the products were not disclosed.

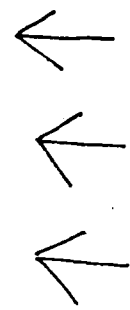
Needham Harper Worldwide had given up the Dramamine account last June, while Icy Hot was lost at Tatham Laird & Kudner. Recently the products have been without agencies.

The brands were the property of G. D. Searle & Company and are now handled by Procter's Richardson-Vicks.

Boy's Life Distributes Anti-Drug Kits

Boy's Life magazine, the official publication of the Boy Scouts of America, has, with a financial assist from Coca-Cola and Champion International, printed and distributed 5.2 million kits to help in the war on drugs. They have gone to the scouts and adults connected with scouting.

Now the magazine is anxious to enlarge the distribution to many more young people and is scouting for sponsors.



MEDIA NOTES

'Ms.' to Celebrate Anniversary With New Look

By Noreen O'Leary and Barry Hochfelder

NEW YORK—Some 20 years ago, an editor at a well-established women's magazine described to Gloria Steinem target female readers: "mental defectives with curlers in their hair." So it must be with sweet revenge that Steinem—with her trademark long, *straight* hair—is getting ready to pop the corks on the 15th anniversary of proving them wrong.

Ms. will celebrate its 15th year of publishing with a special July/August double issue. And in September, the magazine will launch a bolder, redesigned format and logo plus regular editorial features that focus on areas like entrepreneurs, personal style and the "new family."

"We're a news magazine, so we change as the world changes," says Steinem, one of *Ms.*' founding editors. "In our first years of publishing we spent much of our time writing about the problems. We felt there was no understanding of what it was like to be a woman on Wall Street or a welfare mother. . . . Now in the last several years we've been able to report more on solutions."

The anniversary issue will draw on that past as well as speculate about the future. *Ms.* is planning personal accounts and reflections of the past 15 years; "Lists of 15" that mark the period's high and low points; and predictions, like "Signs of Intelligent Life in the Universe in the Year 2002," a piece by Lily Tomlin and Jane Wagner.

The magazine is offering advertisers a triple-issue discount if they buy the July/August, September and October issues.

"We're saying to advertisers that we really believe in this relaunch and we want you in the book," says Helen Barr, *Ms.* advertising director.

Ms.' rate base is normally 450,000. An additional 100,000 copies will be printed for the July/August issue and 80,000 extra for September and October. Advertising for the anniversary issue closes April 24. Single-issue rates are \$12,485 for a 4/C full page and \$9,290 for B&W.



Barr (left), Steinem celebrate *Ms.*'s birthday.

MAGAZINES

The March issue of *Boys' Life*, the publication of the Boy Scouts of America, contains an anti-drug section sponsored by



Boys' Life battles drugs.

Coca-Cola and Champion International. In addition to being bound into the March issue for the 1.3-million *Boys' Life* subscribers, the booklet is being distributed to every Boy Scout and Cub Scout.

The May 3 issue of the *Washington Post Magazine* will include the 1987 Spring Home + Design issue. Close: April 3. Rates: \$18,595 (B&W); \$17,195 (4/C). The June 28 issue will be a special issue devoted to "The Constitution Today." It will commemorate the 200th anniversary of the U.S. Constitution. Close: May 29. Rates: same as above.

Family Computing will raise its circulation rate base 3.6% to 435,000 effective with the June issue. It is the magazine's sixth increase in its three years of publishing. Ad rates will increase 9% with the June issue. New rates: \$10,620 (B&W); \$11,990 (4/C).

Metrocorp, the Philadelphia publishing consortium that owns *Boston Magazine*, *Philadelphia Magazine* and *Manhattan, inc.*, has purchased *Atlanta Magazine*



Scouts sends anti-drug message

By **BILL HUSTED**

Rocky Mountain News Staff Writer

Boys' Life magazine, the official publication of the Boy Scouts of America, is hiking down a new trail.

Once the safe campground for stories on scouting, canoeing and knot-tying, its March issue faces America's drug problem head-on. A hard-hitting, pullout brochure titled *Drugs: A Deadly Game* is in all 1.5 million copies.

In addition to *Boys' Life* subscribers, the booklet will go to all active Boy Scouts and Cub Scouts, scouting volunteers and parents of scouts.

"Some traditionalist parents believe that we shouldn't be addressing this topic," says Warren Young, publisher of *Boys' Life*. "They say that we are being too realistic. They want their sons to be reading about camping and hiking — that's why they put their kids in scouting. But we have to help the scout understand the problems he will encounter growing up."

The brochure is part of an ambitious anti-drug campaign mounted by the orga-

nization. More than 6.5 million copies of the 16-page booklet have been printed, with more on order. Through the sponsorship of Coca-Cola USA and Champion International Corp., BSA officials say they hope to distribute the full-color brochure to every young person in America. The project began last year when President and Nancy Reagan asked the BSA to help combat drug use.

"Scouting has a tradition of stepping in and helping," says Young, in Denver to discuss distributing the booklet with local Coca-Cola Bottling Co. executives. "We thought the magazine was the perfect format to get the message across that drugs are deadly, there is no such thing as recreational use."

Young says that drug use is not specifically a problem in scouting today. "I would be naive to think that no Boy Scout has ever used drugs. But it is by no means an epidemic. This program is preventative, and it goes beyond scouting."

The booklet features anti-drug messages from five positive role models (actors Scott Baio and Peter Billingsley; An-

tonio Smith, a member of the Young Astronauts program; skier Julie Parisien; and Washington Redskin Art Monk).

"We didn't want to use recovered drug users," Young says. "Kids can get the feeling that they can take drugs and survive. We want to show that people can be successful without using drugs."

The booklet also includes drug information from two doctors, a centerfold of the human body showing what damage and effects drugs have on specific organs, a five-page comic strip about a drug-related nightmare, and a message from the Reagans.

The booklets are available to schools and youth organizations, either free (through sponsorship of local organizations) or for a small charge to cover costs. Along with the booklets, BSA has prepared a teachers' manual and a 16-minute video tape of "superstars" saying "no" to drugs.

For information on the booklet, write: Drug Abuse Task Force S200, Boy Scouts of America, 1325 Walnut Hill Lane, Irving, Texas 75038-3096.



DENNIS SCHROEDER/Special to the News

Warren Young, publisher of *Boys' Life*, says the magazine was the perfect format to get the message across that drugs are deadly.

Be prepared — use Boy Scout materials to educate about drugs

Q. I am a teacher in a middle school. I'm using this summer to prepare a health unit for my students next fall.

Can you please tell me where I can get information (and how much it will cost) for young people that will acquaint them with the harmful effects of drug abuse? Thank you.

A. Some of the best I've seen is contained in a new set of materials prepared by the Boy Scouts of America. The organization has undertaken a massive national campaign to spur young and old alike, in and out of scouting, to say no to drugs.

"We are seeing kids — only 9, 10 or 11 years old — playing a deadly game of Russian roulette with their hearts, their livers, and, in particular, with that most marvelous and delicate organ, their brains," says Chief Scout Executive Ben H. Love.

"The country is in the midst of a serious drug epidemic," he adds. "Taking drugs is not just dangerous, it is deadly."

The materials are designed for use within scouting and for use by schools, community agencies and others as well. They include a 16-minute video, an 18-page booklet and a teacher's guide.

The video shows what happens to the body when drugs are used and depicts role models saying no to drugs. These include 15-year-old U.S. Olympic women's junior slalom champion Julie Parisien; actor Scott Baio, 26, of the TV situation comedy "Happy Days"; 15 year-old Peter Billingsly of NBC-TV's "Real People"; Boston Red Sox pitcher Roger Clemens and others.

Charles R. Shuster, Ph.D., director of the U.S. National Institute on Drug Abuse, and Dr. G. Douglas Talbott,



director of the Adult and Adolescent Chemical Dependence Programs at Ridgeview Institute in Atlanta, provide medical information about drug effects.

Of particular interest to you for your health unit is a spectacular fold-out chart of the human body. It shows how each of five drugs — cocaine, marijuana, alcohol, tobacco

and amphetamines — affect various organs of the body.

The teacher's guide contains short talks with concise information on the prevalence, short-term effects, long-term effects and addictive potential of each of these drugs. In addition, a student activity work sheet is included that contains a true-or-false quiz and information about how to start a peer counselling program.

The material was underwritten with support from Coca-Cola USA and Champion International Corp. The booklet has been distributed free of charge to all of the Boy Scouts' 4 million youth members.

Kits containing one video, five teacher's guides and 100 booklets are available at cost to non-Scout groups and individuals for \$32. The video may be ordered separately for \$16, as may the package of teacher's guides and booklets, also for \$16.

The materials are designed for scouting, schools, community agencies and others as well.

Order from the Drug Abuse Task Force, \$200, Boy Scouts of America, 1325 Walnut Hill Lane, Irving, Texas, 75038-3096.

Sue Rusche, author and national authority on drug abuse, answers questions from readers in her column. Write to her in care of The Tribune, P.O. Box 191, San Diego 92112.

King Features Syndicate Inc.



SUN-TIMES' Rich Heir

Warren Young holds a new poster that shows the areas of the human body that drugs can fatally strike.

Anti-drug poster makes graphic point

By K. O. Dawes

Boys' Life, the official magazine of Boy Scouting, has published its first centerfold—not the girly kind, but graphic nonetheless.

The three-page, full-color pullout poster is an anatomically explicit diagram of the damage that drugs can do to the human body—whether in the brain, blood vessels, heart, liver or sex organs.

The Boy Scouts of America committed \$1 million to the anti-drug campaign it hopes will have a major impact on every family in America, said J. Warren Young, publisher of Boys' Life.

So far, more than 8 million 16-page brochures containing the centerfold have been distributed to 4 million Scouts and 1.5 million Scout leaders, other youth groups and magazine subscribers.

Titled "Drugs: a Deadly Game," the brochures feature young athletes and entertainers saying "no to drugs." They also have a five-page comic strip about peer pressure on a child to use drugs and a related nightmare to illustrate the "Say No" message to younger children.

They were part of the

SAY NO!

TO DRUGS

Chicago Sun-Times / WLS-TV

March mailing of Boys' Life and Exploring, another Scout publication. Although they feature a girl skier and show a supportive mother in the comic strip, they primarily are aimed at males.

The star attraction is the poster-size body chart, said Young.

"Kids are really interested in processes and are fascinated by seeing what can happen" as a result of drugs, he said.

The body chart deals with the effects of marijuana, alcohol, tobacco, cocaine and amphetamines, as well as inhaling fumes from gasoline and other fluids.

"We're helping the kids know why they must say 'no' to drugs," he said.

A teacher's guide and a videocassette also are available. The material has been free to Scouts but is available for a fee to others from Drug Task Force S200, Boy Scouts of America, 1325 Walnut Hill Ln., Irving, Texas 75034-3096.

Dont' Miss It!! Come and Join in this Big Event and say "NO" to Drugs



DRUGS: DEADLY A Dangerous Game RALLY

Tuesday, April 21 - 7 p.m.

PROGRAM HIGHLIGHTS

Guest Appearances by:



**GOVERNOR
CECIL ANDRUS**

will be in attendance to lend his support to this important "Rally Against Drugs" which urges the youth to abstain and warns that using drugs is not just dangerous—it's deadly.



JASON BUCK

was a BYU defensive tackle and was awarded the trophy as the outstanding College Football player in 1986. Jason is a graduate of South Fremont High School and Ricks College. He is a nationally known athlete who is speaking out against drugs.



JENNIFER HOVEY

is Miss Idaho and Idaho's 1986 representative to the Miss America Pageant. She will be on hand to greet those in attendance. She is a talented and personable young woman and we are sure she believes it is so important to say "NO" to drugs.



VICKI HOFFMAN

Miss Idaho U.S.A. is a 1984 graduate of Spyrus High School. She represented Idaho at the Miss U.S.A. Pageant and returned to Idaho in February. In commenting about drug abuse, Vicki said, "It's more and more kids get together it is easier to say 'NO' to drugs."

MAURICE ELLSWORTH

was appointed United States Attorney for Idaho by President Reagan in June 1982. He is one of our law enforcement officials in the State and is outstanding in the subject of drug abuse prevention and education.

PHIL MOON

is "Off a high Machine a not Rocker" Fame "Tee-on D.J." He is a graduate of South Fremont High School. Phil was host at the 1986 Idaho Broadcasters Association Award.

General Rally Chairman — **Dave Watkins**
Rally Program Produced by — **Dennis Stoddard and Rex Johns**

Bonneville High School Gymnasium
3165 E. Iona Road, Idaho Falls

ADMISSION FREE

The General Public is invited in addition to the following:

- Cub Scout Packs
- Boy Scout Troops
- Varsity Scout Teams
- Explorer Posts
- Girls of Corresponding ages and leaders
- School Groups
- Community Organizations and Leaders

THIS WILL BE THE LARGEST DRUG AWARENESS RALLY EVER HELD IN THE STATE OF IDAHO

The "Drugs-A Deadly Game" Rally has been organized by the Teton Peaks Council, Boy Scouts of America, with assistance and cooperation by the United Way of Idaho Falls and Bonneville County, Just Say No, Inc. High On Life - Not Drugs and Alcohol, Be Smart - Don't Start and other supporting groups.

Here is a list of the other outstanding entertainment features for Tuesday evening:

- A full Court of Beauty Queens will perform a "Kisses for Commitment" Ceremony
- Marine Corps Dressage Unit
- Cheerleading Competition
- Siam Dunk Against Drugs featuring Steve Hayes, Utah Jazz, Clint Bean and Kenny Anderson from Ricks College; Don Holston and Rodney Harris, ISU.
- Inter-School Band with over 100 members
- Safety Kids

FREE SOFT DRINKS

Come early and linger afterwards to have a free soft drink courtesy of

Coca-Cola Bottling Company of Idaho Falls

CANDY KISSES

will be provided courtesy of

Farr Candy Company

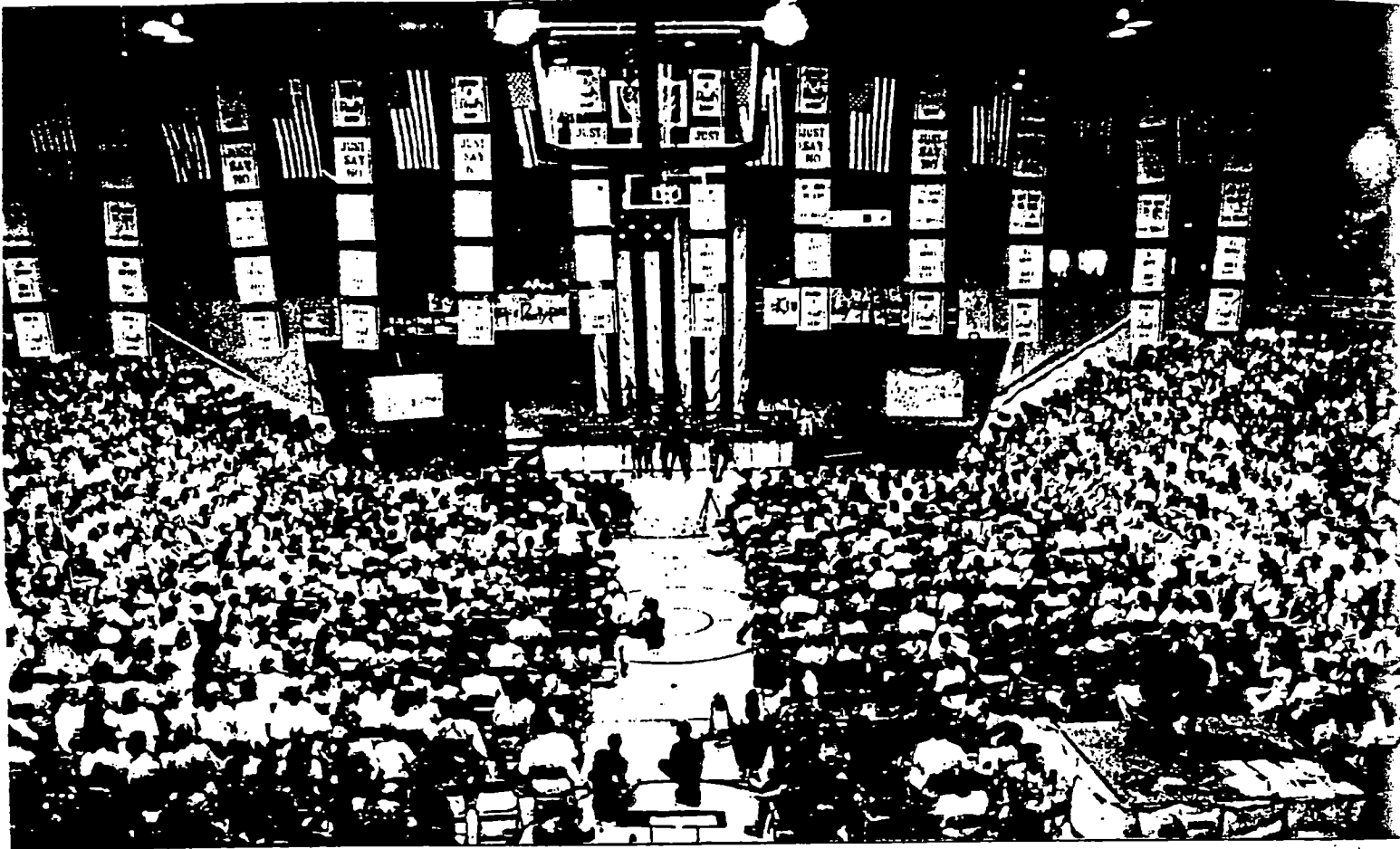
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BURGER KING	MAMA'S PIZZA	UPPER VALLEY CABINET COMPANY	RED BARON AVIATION	WRIGHT OIL	AMERICAN CARRIAGE CO.
WELENCO WOOD STOVE EXPERTS OF IF.	ARCTIC CIRCLE	COUNTRY STORE BOUTIQUE	PRECISION PRODUCTS	BRADY'S	GROVER'S ALL WHEELS
NORTH HI-WAY CAFE	ME-N-EDS PIZZA	BUSHIDO-KAI	MODEL CLEANERS	SUNSET YAMAHA	HOUSE OF HARDTOPS
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WESTERN WHOLESALE	VOIGT DAVIS REALTORS	CANNON'S INTERIOR	PRO BRAKE	PAPA TOMS PIZZA	LOADS AUTO SUPPLY
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				TACO BANDIDO	SMITH CHEVROLET

The Post-Register

April 22, 1987

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Saying no to drugs

A CROWD PACKS the Bonneville High School gymnasium Tuesday night for a "Drugs — A Deadly Game" rally. Organizers estimated 8,000 attended the event sponsored by the Teton Peaks Council of the

Boy Scouts to build anti-drug sentiment among youths. The gym's normal capacity is 5,000. Story and more photos, Page A-2. (Post-Register/Monte LaOrange)



Gov. Cecil Andrus receives candy kiss from Miss Idaho Jennifer Hovey.



Cub Scout Weston Marshall heeds anti-drug messages. (Post-Register/Monte LaOrange)

Scouts' anti-drug rally draws overflow crowd

By DAVE FIELDS

Post-Register staff writer

An Idaho Falls anti-drug rally advertised as the largest ever held in Idaho pulled in several thousand more participants than expected Tuesday night.

The "Drugs — A Deadly Game" rally at Bonneville High School attracted a crowd ranging in estimates from 6,500-8,000 people. The overflow crowd filled the school's gymnasium, where for 1½-hours they listened to testimonials from dignitaries and athletes, watched a "slam dunk against drugs" competition, and participated in anti-drug cheers.

The purpose of the rally was to convince youths to say "no" to drugs, and rally chairman Dane Watkins said that the event was the impetus needed to get "everybody together" against drug abuse.

"I think that this is going to have a positive influence in the Upper Snake River Valley," he said.

The rally was so successful that organizers may consider making it an annual event, he said.

It was initiated and organized by the Boy Scouts of America's Teton Peaks Council in cooperation with other drug awareness groups. It was part of a national BSA drug awareness program.

The varied, quick-paced program mixed live and taped anti-drug testimonials from dignitaries and celebrities with anti-drug cheers led area cheerleaders.

Dignitaries included Gov. Cecil Andrus, U.S. Attorney Maurice Ellsworth, Brigham Young University football standout Jason Buck, former professional basketball player Steve Hayes, Miss Idaho Jennifer Hovey and Miss Idaho-USA Vicki Hoffman.

Andrus, who called the nation's drug problem a plague, said that he flew in from Boise to lend his support to the rally's efforts.

An estimated 40 percent of those arrested in Idaho have used drugs or alcohol, he said. Meanwhile, 40 percent of all automobile accidents involving drugs or alcohol were caused by drivers between the ages of 16 and 24. Of all the inmates at

'The message is clear, drugs lead to crime, crime leads to prison and, in too many instances, drugs lead to injury and death.'

— Gov. Cecil Andrus

Idaho's state penitentiary, 85 percent have used drugs.

"The message is clear, drugs lead to crime, crime leads to prison and, in too many instances, drugs lead to injury and death," he said.

The loudest cheers from the audience were for Buck, a South Fremont High School and Ricks College product. The BYU senior was selected this year as the top lineman in the country, receiving the prestigious Outland Trophy.

Athletes have a "great opportunity" to be role models for the rest of the country, he said. Unfortunately, many have spurned the chance by resorting to drugs, he said.

The deaths of professional football player Don Rogers and college basketball player Len Bias should have underlined to others the dangers of drug abuse, but there are still many that have not listened, Buck said.

"You don't need it," he said. "I am very fortunate to be recognized as the best lineman in the country this year and I achieved this by never using drugs."

He challenged eastern Idaho youth to develop peer pressure against drug abuse and to set an example for others.

"You can make it a cool thing by not using drugs," he said. "Do it."

The multi-media rally included taped testimonials against drugs by Ronald Reagan, television personalities, and a U.S. Olympic hopeful. The Safety Kids, a group of local youths, performed two anti-drug songs.



Football star Jason Buck speaks out against drugs.

The mostly teen-aged audience participated eagerly in anti-drug cheers and listened respectfully to comments by the dignitaries.

"This will make them think about (drugs) before they make a decision," said Mark Avery, 15, a Bonneville High School student.

"I wasn't interested (in drugs) before, but I know now that I will never touch the stuff," said Merrill Morrison, 18, a Twin Falls student. It put across a good point, I feel."

The youths were encouraged to spread the word about the dangers of

drugs to friends and acquaintances who did not attend the rally.

"I think this will really help a lot of people who are kind of intermediate, kids who are in between saying 'yes' and 'no,'" said Jeff Herring, 16, an Idaho Falls High School student.

The turnout was so large that many were turned away at the door, Watkins said. A commons area at the high school used for overflow and equipped with closed-circuit television coverage of the rally was filled to capacity, he said.

Watkins estimated the audience at

8,000. Gary Higley, Bonneville High School principal, said that the gymnasium had a capacity of about 5,000 people. Another 1,500 occupied the adjacent commons area, he said.

People came from 12 counties from as far away as Salmon, and Jackson, Wyo.

Follow-up drug awareness meetings will be held among Teton Peaks Council units. Harold Hillam, council president, said that other groups were invited to use the multi-media drug information available through the BSA.

To Scouts, Spielberg's The Star

By Elizabeth N. Aoki
Washington Post Staff Writer

FORT A.P. HILL, Va., Aug. 2—The crowd was spellbound, as audiences usually are for a Steven Spielberg performance.

The celebrated film director and producer entertained them with a story, not about extraterrestrials or animated rabbits, but about scouting, and how he'd been the butt of the oldest Boy Scout prank in the book.

"They gave me a rucksack and put me out in the mountains," he said, "and told me to bring some snipe home." An appreciative roar of laughter went up from the 300 to 400 boys assembled before him.

Spielberg said he spent 2½ hours hunting for the mythical snipe when, "mercifully, I saw flashlights and heard someone calling out my name." The scout leaders got me out and said, "Welcome to the Boy Scouts of America."

The Boy Scouts welcomed Spielberg today to kick off their 12th National Jamboree, a weeklong quadrennial affair held at this Army facility 20 miles south of Fredericksburg. More than 30,000 scouts and scouting staff members are attending.

Spielberg, answering questions at a news conference—at which scouts got to be reporters for their hometown papers and radio and television stations, while the professional media (at Spielberg's request) got to wait outside in the rain—said that "scout-



PHOTOS BY GERALD MARTINEAU—THE WASHINGTON POST

Spielberg answers a question at the news conference for scouts, during which the youths struggled to get his attention.

ing was the inroad" to his career in motion pictures.

It was as a member of Troop 294 in Scottsdale, Ariz., that a 13-year-old Spielberg persuaded his scoutmaster to accept an 8 mm film to earn a merit badge in photography. The rest, as they say, was cinematic history.

"Before scouting, I was wimpy and always inside myself," said Spielberg, who went on to become an Eagle Scout, scouting's highest rank, and who today is active in scouting in the Los Angeles area. "I got into scouting . . . and it opened a new realm for me, being in the outdoors.

"It taught me how to make eye contact, to speak out when I had something important to say."

Spielberg, who is here to unveil a new merit badge, in cinematography, said that the opening sequence of his movie "Indiana Jones and The Last Crusade," which shows the hero as a young scout, was "sort of my thanking the Boy Scouts for putting me on the map."

Asked by Brian Baker, 14, of

Fairfax County, whether scouts would appear as characters in any more of his movies, Spielberg said he hoped to do a history of scouting from 1910 to the present.

He added that although all scouts experience humorous mishaps that might make for a fun comedy, "there is also something important to be said about scouting," which he wanted to show.

Baker, who is covering Spielberg for a scout program on a Fairfax cable station, said he was "really impressed" with Spielberg's answer.

Others were impressed that Baker, out of the hundreds of scouts present, had gotten Spielberg's attention so that he could ask a question.

Baker said his technique was to hold up his jamboree troop patch (which he later gave to Spielberg) and "keep mouthing 'please, please' for the next five minutes until he saw me."

Toward the end of the hourlong news conference, the scouts got boisterous in their attempts to get answers to their questions.

Many had scribbled their home state in dark letters on their notebooks, and were waving them aloft hoping to attract Spielberg's attention; two boys even claimed to be from the moon.

One enterprising and hopeful scout wrote "JOB" in large letters. Asked about it by Spielberg, he explained he was an animator who wanted to work with Spielberg's company on the next "Roger Rabbit" film.

A scout from Maryland was turned down when he requested an autograph.

"This is not the wrist of a football player," Spielberg said, noting that if he said yes to one, he'd have to say yes to all, which could take hours.

Spielberg, who rarely gives interviews, admitted that being in the public eye makes him uncomfortable.

"Believe it or not, this is not exactly the easiest thing for me, getting out in front of people to talk," he said. "But I like talking to you guys. You're the best. You're the scouts. We're brothers."

Photo Copy Preservation

Stolen Future

Drug Abuse Exact- s Most Tragic Toll From Nation's Young

Ryan Shafer, a Fan of Baseball,
Started Using Drugs at 12
And Died, Addicted, at 16

A Family's Rescue Attempts

By RONALD G. SHAFER

Staff Reporter of THE WALL STREET JOURNAL
MCLEAN, Va. — In America's night-
mare of drugs, the most tragic victims are
our children.

I know. In this quiet, well-to-do suburb
of Washington, D.C., my teen-age son,
Ryan, became trapped by drugs starting at
about age 12—while he still was playing
Little League baseball. With his sunny
smile, big brown eyes and impish wit,
Ryan was a free-spirited charmer who
could make you laugh. A voracious collec-
tor of baseball cards, he would tell me he
could name every batting champion back
to the 1960s, "you know, the ancient days
of baseball, when you were still young,
Dad."

Now, his laughter is gone. Because of
drugs, he is dead. And every day, my
heart breaks a little
more.

ADDICTION
—
**AMERICA'S
DRUG CRISIS**

FIRST OF A SERIES

Ryan's death,
like countless oth-
ers, isn't officially
recorded in the na-
tion's rising drug
toll. On the night of
Oct. 1, 1987, at age
16, he drove his tan Mustang off a street in
nearby Vienna, Va. He inexplicably fled
the minor accident and ran a half-mile
down the road, where he was bumped by a
car. Even though a passing motorist tried
to restrain him, Ryan, with a crazed look
in his eyes and a sudden strength far be-
yond his small size, broke away and ran
down a hill and onto a busy expressway;
he was hit head-on and killed instantly by
a van that didn't stop.

Tests showed no evidence of drugs. But
he was speeding from the home of a drug
dealer. We later learned that, earlier the
same day, he had obtained elsewhere three
"hits" of LSD, a hallucinogen that can
cause panic and that often doesn't show up
in tests. One way or another, drugs took
my only son.

The only reason my family is now reliv-
ing our nightmare in print is the hope that
it might save one young person who thinks
he or she can control their drug use—and
one family from the pain we will always
feel.

Public Fears

In opinion polls, drug use constantly
ranks as one of America's top concerns.
"It is foremost on parents' minds," says
Lee Dogoloff, executive director of the
American Council for Drug Education.
"Drug and alcohol use is the thing most
likely to wrest their child from them be-
fore that child reaches adulthood."

What is frightening as a parent is that
children have an amazing ability to hide
even extreme drug and alcohol abuse until
it is almost too late. We didn't find out
about Ryan until he was 14. And the extent
of his use was far beyond our worst
fears.

In a paper I discovered only recently,
Ryan wrote during a rehabilitation pro-
gram in early 1986:

"I used cocaine a
lot. It started out as
a weekend use, but
soon I had or tried
to have it daily. I
used PCP [an hallu-
cigen] about 2 or 3
times a week. I used
hallucinogens all the
time, such as acid,
mushrooms, peyote,
ecstasy and mesca-
line. I used LSD
about 300 times."



Ryan Shafer

The omnipresent
drug was marijuana. It started Ryan on
his downfall and was always the drug he
went back to.

He never meant to get hooked. But for
reasons nobody yet knows, some people
have a predisposition or vulnerability to
drug abuse. "For such kids," says Dr.
Frederick K. Goodwin, head of the U.S. Al-
cohol, Drug Abuse and Mental Health Ad-
ministration, "even a first use of alcohol or
an illicit drug may be an irrevocable step,
leading to serious substance abuse."

In the suburbs of America, both drug
use and the violence related to it are often
hidden. Ryan was coming from the home
of a drug dealer who for years had cor-
rupted and molested youths who feared for
their lives if they exposed him. After
Ryan's death, several young people coura-
geously came forward. In 1987, the man
was arrested and charged with statutory
rape and selling drugs to minors.

He will never go to trial. Around
Christmas of that year, he killed himself
by placing a plastic bag over his head and
suffocating. His death also isn't counted as
drug-related.

I will never fully know why Ryan got
involved in drugs. In my view, there is still
a dangerous myth that good kids from
good families don't do drugs. Children are
vulnerable no matter who they are or
where they live. My son had his problems,
but he was a sensitive, caring and unfor-
gettable young man.

Ryan Glenn Shafer came into our lives
on May 27, 1971, when my wife, Barbara,
and I adopted him in Prince George's
County, Md. He was two months old, and
Barb cradled him on her lap as we drove

Please Turn to Page A4, Column 1

Photo Copy Preservation

Stolen Future: Drug Abuse Exacts Its Greatest Toll From the Nation's Young; The Story of Ryan Shafer

Continued From First Page

to our home in Laurel. We issued a press release: "R&B Shafer Inc. announces a major expansion."

In 1976, we moved along with our daughter, Katie, two years younger than Ryan, to McLean, in Fairfax County, Va. Barb chose for the most part to forgo a full-time job and threw herself into school and community volunteer work involving our children. I got involved too, helping to coach most of Ryan's baseball teams.

Ryan grew to be a fun-loving boy with wide and intense interests. His sense of humor charmed his friends and adults. In his first year at Longfellow Intermediate School, he became the first seventh-grader ever voted "Joe Cool." When a mother was informed of this choice, she said, "Why, of course. He is Joe Cool."

Despite his glibness, we knew Ryan had been troubled by low self-esteem and by difficulty in school. (We now know that both are early warning signs of a child at risk of drug use.) What we didn't know was that he had begun experimenting with drugs as early as the sixth grade. We were going through the typical stages of parents of drug-abusing adolescents.

The first stage is abject ignorance. Back in 1983, we never suspected that drug use was possible with our pre-teen: He was way too young. In fact, these days, drug-using youths on average begin at about age 12. We began to notice personality changes—hostility, rebellion—but they seemed the normal changes we had seen in our friends' teen-agers.

The next step is denial. Ryan's actions worsened, but we didn't accept what we know now were warning signs: use of eye drops to cover up red eyes from smoking marijuana; incense burning in his room to mask the odor; calls from friends whom we hadn't met; trouble at school; money missing from around the house.

Other Signs

By the time Ryan reached ninth grade in 1985 and began McLean High School, he no longer could hide his troubles. He began cutting classes—a common tipoff to drug use. By the time the school called us, he had missed nearly two dozen classes and was falling everything. We found that school officials at that time didn't know much more about drugs than we did.

The school did guide us to a local physician, Dr. Warren Klam, who has treated hundreds of adolescents. Ryan began urine tests for drugs, or, as the kids call them, the "whiz quiz." Ryan, as drug abusers do, denied drug use. "You don't trust me," he self-righteously protested.

The tests showed "low positive" marijuana. (They would have been "high positive" but Ryan told us later that after giving me a specimen while I observed, he later would sneak into our bedroom and water it down.) Actually, he had been cutting classes to smoke marijuana daily.

Next came minimization. Thank God, it was "only" pot. In fact, today's marijuana can be a deceptively damaging drug for young people, and, in the case of heavy use, can cause short-term memory loss and long-term health problems. Some strains are 25-times more powerful than a decade ago, says the American Pediatrics Association, which adds: "Marijuana is no longer the 'harmless little giggle' referred to by John Lennon in the 1960s." Pot and alcohol can also be gateways to more serious drugs. By now, Ryan was long past the experimental stage and into planned use.

As Joyce Tobias, a registered nurse, explains in her booklet, "Kids & Drugs," in this stage "attitudes change and what was once unacceptable behavior is now cool and acceptable. Unexplainable mood swings begin, including withdrawal, anger and aggression. Verbal abuse toward parents, profanity and rebellious attitudes become a constant friction point between parent and child."

Family's Toll

As he moved into the third stage, chemical dependence, Ryan's problems took control of our family. Drugs changed him into a person we didn't recognize—lying, shouting, scheming, manipulating. My wife and I alternated between anger over his actions, uncertainty over his seemingly persuasive insistence he was innocent, and frustration over our inability to resolve the

the "sicker, quicker generation" of young people known as "garbage heads" who heavily abuse both drugs and alcohol.

Ryan's drug of choice was LSD, which causes vivid hallucinations. Fellow residents dubbed him "blotter boy" because he had used LSD impregnated on blotter paper, and sold like sheets of stamps for as little as \$3 to \$5 a hit.

We discovered the limits of drug testing. LSD is detectable only in special tests, if at all. Cocaine remains in the system only about two to three days. Marijuana stays in the system about 30 days and, thus, is the most likely to be detected.

Barb and I attended parent-counseling sessions. We learned that, like us, most parents had no idea of their children's heavy drug or alcohol use until the youths could no longer hide their dual lives. Some of the parents were strict, some were lenient, all were caring. There is no magic bullet of parenting against drugs.

They also were middle-class parents, most of whom had insurance. Six weeks at Arlington cost more than \$12,000. Elsewhere, treatment programs can cost \$30,000 or more. The poor must go to limited public facilities, which in most areas have waiting lines.

The Arlington Hospital program, like most drug-treatment programs, is patterned after Alcoholics Anonymous, emphasizing a support group and education on how alcohol and drugs destroy the body.

Possible Early Warning Signs

Certain behavior may indicate a child is involved with drugs or alcohol:

- Abrupt change in mood or attitude
- Sudden decline in attendance or performance at work or school
- Sudden resistance to discipline at home or school
- Impaired relationship with family or friends
- Ignoring curfews
- Unusual flare-ups of temper
- Increased borrowing of money from parents or friends; stealing from home, school, or employer
- Heightened secrecy about actions and possessions
- Associating with a new group of friends, especially those who use drugs

Source: Department of Health and Human Services

situation. As the turmoil took its toll on our family, we argued over the proper course. When a child is on drugs, the traditional tools of trust and discipline no longer work. It was time for professional help.

In January 1986, we put Ryan into the Arlington (Va.) Hospital's six-week, residential Adolescent Treatment Program. He had hit bottom and was ready to accept treatment. Drug use was overwhelming his life, but he still hid the full extent from us. The night before he went into treatment, he sat calmly watching television. Later he told us he was on an LSD "acid trip" and saw snakes coming out of the TV set.

The intake tests revealed the frightening extent of his drug use. He was part of

In a dormitory-like setting, Ryan dove into the program with gusto. He won over counselors and parents with his personality.

When he was free of drugs, we got our real son back. He told us about his drug use; how he had slipped out of his bedroom window at night to buy drugs; how he had started taking drugs to impress older friends, who at first gave him drugs for free; how he couldn't stop without help.

He returned home in time for his 15th birthday in March 1986. As part of the treatment, he attended 15 weeks of after-care five days a week. He also was required to go to 90 meetings of Alcoholics Anonymous or Narcotics Anonymous in 90 days. He did so with enthusiasm, he dropped drug-using friends, and it seemed our troubles soon would be behind us.

put him in a small Northern Virginia school, Enterprise, for troubled youths. The school had only about a dozen students. He got off to a fitful start, but by his 16th birthday in 1987, Ryan, now a 10th grader, was doing great. His drug tests were clean. His grades were the best ever. A dedicated teacher helped raise his reading level, damaged by pot use, to 12th-grade level. He won school awards for "funniest," "best personality" and "most supportive." He got his driver's license, worked part-time and had a lovely girlfriend. He was a joy.

Then, suddenly, the old signs began re-appearing. His grades began slipping; he began spending money excessively. His behavior deteriorated. A test showed signs of marijuana, probably laced with PCP. School officials told us what we knew: Ryan had to go into another rehab program. We were crushed.

In June of 1987, he entered a new 10-week outpatient program at Arlington Hospital. As he progressed, his tests showed no drugs; but we were troubled. This time his personality didn't change back. He remained abusive and temper prone. Yet, he never got totally out of control. After an outburst, he would apologize.

A Dark Turn

We believe he truly wanted to stop using the drugs that had consumed him. In a note he wrote in the summer of 1987 thanking us for putting him in treatment, he said: "For the first time in a long time I am very happy with my life. I really don't want to lose what I have just because I want to smoke pot."

Then the situation took a dark turn. At Alcoholics Anonymous, Ryan claimed to have found a "sponsor," a recovering addict with longer sobriety whom he could call whenever he felt his own resolve weakening. Inadvertently, we eventually discovered that the supposed sponsor was a man whom Ryan had mentioned briefly and forbiddingly regarding his earlier drug use. According to some of Ryan's friends, the man may have attended AA meetings as a way to recruit young people.

The man, 30 and single, was a shadowy figure who had befriended youths and who had been suspected of providing drugs to kids at his home for several years in McLean and, later, in Vienna, Va. Ryan apparently met the man, a telephone company employee, while in junior high school, when he went to his house with friends, and had become a regular visitor. Exactly how the relationship resumed later still isn't clear.

We forbade Ryan from seeing the man, but he did so anyway. Events moved quickly amid the resulting turmoil.

For the first time, Ryan talked about committing suicide. The next day, in early August, he was ejected from the rehab program after testing positive for marijuana. In a frantic day, we checked residential programs around the country. Springwood Psychiatric Hospital 30 miles away in Leesburg, Va., had one bed open. We could bring him that night.

A New Diagnosis

This time Ryan, angry and frightened, resisted. We got him to Springwood, where doctors told us he was in a deep depression. Therapy indicated that at least one factor in Ryan's low self-esteem was subconscious feelings of rejection for having

been put up for adoption, feelings he never expressed in our many talks on his adoption. He eventually was diagnosed as manic depressive, suffering the wide mood swings of a bipolar disorder. It isn't known whether drugs caused his problems, or whether he used drugs to self-medicate. Tests at Springwood showed no extensive recent drug use and Ryan this time didn't have withdrawal symptoms, but with LSD there aren't any. We wonder now if he may have fooled everyone all along.

Once again, he responded to treatment. His mood swings could be stabilized with lithium and other medicines. After six weeks, in early September, we took him home. He was accepted at Fairfax County's special education school.

Ryan seemed free from drugs and more like his old self. He closely followed the news and discussed the Supreme Court nomination of Robert Bork with more facts than even his father, the journalist, was up on. Correcting me, he would quip: "I think I know a little bit more about Supreme Court nominations than you do."

His medicine made him tired, and he often went to bed early. One night in late September, I looked in his room as he was falling asleep in bed and said, "I love you, Ryan." He picked his head up, smiled and said softly, "Thanks, Dad."

Within the week, he was dead.

The fatal accident occurred at about 30 p.m. on Oct. 1, just as Barb and I were returning from an open house at Ryan's new school, enthusiastic about his prospects there. Until midnight, all we could find out from the police was that he had run from his car and hadn't been heard from. Finally, at Fairfax Hospital, we were ushered, for privacy, into an empty storeroom by a young Virginia state trooper, who began in police jargon to tell us "there has been an accident." What he was struggling to say hit us like a jolt of electricity: Ryan was dead.

The Real Cause

The terror that ripped through my body was overwhelmed by a wrenching reality: that I would never hold my little boy again. Soon came a numbness that has never totally gone away. It is true that if your child dies, a part of you dies with him.

Publicly, Ryan's death wasn't considered drug-related, but we made a decision to talk about the real cause. Acting on our pleas, the state police pursued the probe that resulted in the drug dealer's arrest. He was charged with distributing marijuana and other drugs to minors. He also was charged with the statutory rape of a 13-year-old girl and with soliciting sex from a 14-year-old boy.

Our main concern after Ryan's death was the psychological impact on our daughter, Katie, now nearly 16. Katie has never used drugs and has dealt with the loss of her brother by counseling others against drug use. Despite a recent federal survey showing a decline in drug use among high school seniors, nearly one in two seniors says he or she has tried an illicit drug. The agency also didn't survey those who have dropped out of school.

The key to saving lives is early intervention, during the one to three years that young people typically hide their drug use. "What I see often," says Dr. Klam, the specialist in adolescent care, "are parents who wait until there is a crisis before they act. If you feel in your heart something isn't right, it's better to get that kid in for an evaluation."

The only real solution is prevention—keeping kids from ever trying drugs in the first place. Drug education—as early as elementary school—is vital, and it should include parents and teachers.

For Ryan, it is too late. On Oct. 7, 1987, I drove with my wife and daughter to a cemetery near our home. Just over 16 years before, Barb had carried our new son home on her lap. This day, she carried the urn containing his ashes. Now we visit Ryan's grave and we weep, and we ask, Why?

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MARK —
IT PLAYED ... NICELY.
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NATIONAL 8 AUG 89 DALLAS MORNING NEWS

Bush applauds Scouts

Youths' aid sought in war on drugs

By Kevin Merida
Washington Bureau of The Dallas Morning News

BOWLING GREEN, Va. — President Bush praised the Boy Scouts of America on Monday for its volunteerism and urged Scouts to work harder to help their friends stay away from drugs.

"Perhaps the greatest challenge of our times, I'm sorry to say, is ... the continuing struggle to keep drugs out of our high schools — a form of pollution, a poisoning of the mind, a corruption of the very soul of young America," Mr. Bush told 35,000 Boy Scouts at the group's 12th National Jamboree.

"I am especially looking to you to encourage friends to refuse drugs — any illegal drug," he added. "I don't want any young American starting down the path to cocaine and crack."

Although the president himself was not a Boy Scout, he brought along three former Eagle Scouts who are serving in his administration: Transportation Secretary Samuel Skinner, Deputy National Security Adviser Robert Gates and Deputy White House Chief of Staff Andrew Card.

Mr. Bush lauded the Boy Scouts for its volunteer goal to defeat what the Scouts call "the five unacceptables" — illiteracy, unemployment, hunger, child abuse and drug abuse.

In requesting that Scouts try harder to eradicate drug abuse among their peers, Mr. Bush re-



Associated Press

President Bush greets a crowd of Boy Scouts and their leaders gathered for the group's 12th National Jamboree near Bowling Green, Va. The president spoke to about 35,000 people at the gathering Monday.

ten last week by *Wall Street Journal* reporter Ronald Shafer, who told how drugs and alcohol led to the death of his 16-year-old son, Ryan.

"Ask yourself if you know someone like Ryan Shafer," Mr. Bush urged. "And if so, have you done everything that you can to help him or her?"

The president looked out over a sea of Scouts clustered by state sit-

ting on the campground at Fort A.P. Hill. When the president spotted one of several Texas flags amid the crowd, he took notice.

"If you will permit me a note of regional pride, I understand my home state of Texas has a pretty good size delegation," Mr. Bush said, eliciting a roar from Texas Scouts. "I saw that flag and I want to acknowledge it."

Religi \$450 millic

From Wire Reports

WASHINGTON — "Fa of the investment world died religious America: nearly half a billion do past five years, securities reported Monday.

Bible-quoting con art to fleece the flocks of ti warned John C. Baldwin of the North American S: ministrators Association tor of Utah's Division of: "Religiously oriente are one of today's hottest investment con artists," said.

More than 15,000 Ame been victimized by reli schemes in the past five cording to a report, "Pre Faithful." The total tal swindles: more than \$45C

The report was prep national Council of Bet: Bureaus, which is an ant ciation of businesses, ar sociation of securities of the 50 states.

The schemes have r bogus investment funds self-proclaimed born-age planners to givers of "spired" investment ad

In every great city there is one great city

Topping it
off -
with
savings!

...on
essential items
for this Fall's



** TOTAL PAGE.002 **

From Policy

We had good news last week about drug ~~use in America~~. ~~Last week.~~

The number of overall drug users is down almost 40%. ^(37%) And the number of cocaine users is down 50%. This is a real tribute to those of you who have worked in the schools, in your families, in the communities, and in service and youth clubs -- and the Boy Scouts have been leaders in this area -- to rid our Nation of drugs.

Part
B.S.A.

But this is not all good news. The number of people addicted to cocaine and crack has ^{almost} doubled. So this is not a signal of victory -- but a signal to work harder. I am counting on each and every one of you to not even try drugs -- any illegal drug -- in the first place. And to help your friends and peers refuse drugs. I don't want any of you -- or any young American -- starting down the path to cocaine and crack.

Davis/Martin
July 31, 1989
Draft: One
Title: C:Scouts

PRESIDENTIAL ADDRESS: BOY SCOUT NATIONAL JAMBOREE/Ft. A.P. Hill
August 7, 1989/10:30 a.m.

((Thank you, Ben. Let me start by asking a favor. For the next ten seconds, I would like to hear every patrol in the Boy Scouts give its call, starting now . . .)) ((Wait ten seconds))

((Okay, okay, thank you . . . In all that noise, I thought I could make out otters, panthers, owls and even a moose call or two. Just think, out there somewhere in the thick Virginia forest are a lot of wild animals, and they've all just fallen in love . . .)) ((PAUSE))

Last Jamboree, I understand you had an unwelcomed visitor by the name of Bob -- Hurricane Bob. Ben tells me you didn't have a camp out . . . You had a damp out.

But this Jamboree is coming together marvelously. You can canoe, kayak and swim. You can shoot shotguns and compete in archery. You can earn Merit Badges while you work your way down the Midway. ((Undoubtedly, some of you will also be asked to organize snipe-hunting expeditions.)) This all sounds like a lot of fun. But there is one activity here that really tempts me to leave the White House behind and spend a few days with you here at Fort A.P. Hill. I am talking about Fishhook Lake.



BOY SCOUTS OF AMERICA

National Office
1325 Walnut Hill Lane
P.O. Box 152079
Irving, Texas 75015-2079

(J. WARREN YOUNG)

MY PUBLISHER SEZ
YOUR BOSS HAS AN
UPDATED VERSION OF
THIS "MESSAGE" TO
BE INCLUDED ON
THE NEW BSA "DADGII"

MAYBE WORTH A
GRAF IN SPEECH...

W. E. Butterworth IV
214-580-2357
5200

I started fishing at age five or so, in the cold waters along the coast of Maine, using a lead jig with a piece of white cloth for bait, sometimes trolling with an old green cotton line. ((And, of course, the first thing I caught was a cold.)) But after awhile, I got the hang of it, pulling in mackerel and an occasional flounder. I became acquainted with the waters off Kennebunkport so well that now I know every reef, when the swells will break and where you can find the seals on a given day.

Since I was your age, I've waded in a clean, clear river in Iceland next to the Prime Minister of that land, and caught my first salmon. I've pulled in bass in many states, and fought dolphin, kings and hard-hitting 'cuda on the high seas.

As you might have guessed, fishing is my favorite source of relaxation. It is with a rod and reel in my hand that I tend to count my blessings, especially if I'm with one of my grandchildren, or with Barbara . . . ((the only woman on earth who can read and fish at the same time, and catch every word and every fish.))

But no matter where I fish today, I will always look back to the days when I trailed that piece of white cloth along the shoreline. And there's a lesson here that I want to share with you. Whatever you love to do -- whether its hiking, hunting or kayaking -- hang on to it. As you pursue success in school, and later in your careers, don't forget to find time for the things you love to do. If you stay true to the hobbies of your boyhood,

you will find a source of relaxation and replenishment that will never fail you.

There are other things you will learn as a Scout that will serve you well through life. Your Scout Law commands you to be trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent. ((Whew!))

That may sound like a lot to remember, but it isn't. For at the core of that code is something simple -- a desire to serve with honor, a sincere feeling for one's fellow man and for one's country. So service isn't a lifelong chore to be carried out. As Chief Scout Citizen Teddy Roosevelt put it, ". . . the full performance of duty is not only right in itself but also the source of the profoundest satisfaction that can come in life."

In short, to serve and serve well is the highest fulfillment we can know.

Certainly, you have been proving this every day, by "doing a good turn daily." Boy Scouts have been helping out through times of disaster, from fires to flash floods. The Boy Scouts were there when Franklin Delano Roosevelt appealed for help during the Great Depression, gathering almost two million articles of clothing, household furnishings and food for the needy. And the Boy Scouts were a strong helping hand at home when older brothers fought a war in Europe.

Today, the Boy Scouts have taken on a new struggle, to defeat what you call the five "unacceptables" -- illiteracy, unemployment, child abuse, drug abuse and hunger. In fact,

fighting hunger alone, Scouts, Cub Scouts and Explorers rounded up 60 million cans of food for local food banks -- the largest collection of food ever undertaken in the history of the United States.

Your focus is right on target. Today, we can be grateful that no depression or war looms ahead of us. But this doesn't mean that the times we live in are less demanding. The Boy Scouts of this Twelfth National Jamboree will face challenges unimagined by your fathers.

Perhaps the greatest challenge of our times, I'm sorry to say, is one of the "unacceptables" -- the continuing struggle to keep drugs out of the lockers of our high schools . . . a form of pollution, a poisoning of the mind, a corruption of the very soul, of young America.

Earlier this week, a Wall Street Journal reporter wrote movingly of his son, a boy named Ryan. Ronald Shafer remembered his Ryan as a voracious collector of baseball cards who could name every batting champion back to the 1960s -- the kind of bright boy for whom life was an open invitation to succeed. But Ryan started using drugs and alcohol at age 12, and soon became a stranger to his parents and classmates. By age 16, Ryan was dead.

There are thousands of Ryans across America, thousands of young men and women who are in danger of losing their future, their very lives, to this scourge we call drugs.

The Boy Scouts of America has assumed a leadership role in confronting this problem. You are teaching self-protection strategies against drugs and other dangers. You have circulated these strategies in direct language in a very successful pamphlet called Drugs: A Deadly Game. And you have done something else -- you are leading the youth of America by example.

Now I want to challenge you to take the final steps. Ask yourself if you know someone like Ryan Shafer. And if so, have you done everything you can to help him or her?

There are other, more positive challenges facing your generation. When the first Boy Scouts chapter was formed, Americans had just tamed the farthest reaches of the West. There were only a few remote places in the world unseen by Man. Since then, the world has become smaller. And so has the room for our imagination and daring -- a narrowed space for the restless spirit of freedom that is so much a part of our national identity.

But you and I know that there is a new frontier, **a frontier without limits -- space.**

Once again, Boy Scouts have played a leadership role in preparing a generation for space exploration. It is no coincidence that half of all astronauts were once Scouts. Gus Grissom, an American hero who lost his life in the early space program, was a Scout. David Scott and James Irwin, who operated the first lunar rover, were Scouts. And I doubt that any of the Scouts who participated in the 1969 seventh Jamboree in Idaho

will ever forget Eagle Scout Neil Armstrong, who made man's first step on the moon, and later sent his greetings to the Jamboree from deep space.

The first spacefarers were unique, the lucky few. But your generation will have a broader, greater opportunity to live in space, to travel to the moon and to even set foot on another world. **This is the challenge of the next century -- your challenge.**

Near the Jamboree area is a NASA exhibit of "Freedom Station," which will become our nation's first permanent manned space station in the next decade. Nearby are also large-scale models of the space shuttle and other crafts. This is America's space fleet, and its mission is gradually changing from exploration to settlement. **When we aim for the stars, it will be to stay.**

This brings to mind an small irony. Just a few miles away, along the Tidewater Coast of Virginia, the first Englishmen arrived in the New World -- also not just to explore, **but to stay.**

These early colonies were ill-fated. Their first fall brought a bitter harvest of hardship. Their first winter brought tragedy. But in the end, the generation of Captain John Smith escaped the confines of the Old World to settle the New, a fresh frontier, a boundless promise called America.

Today, as before, some timid and chiding voices caution us against the danger, the hardship and the expense. Perhaps they

should listen to Steven Speilberg ((quote to come)). Or perhaps they should listen to Ray Bradbury, a writer who once said that space will make children of us all.

He didn't mean that literally. Bradbury meant that the strange beauty and mystery of space will teach even the most cynical and worldweary among us to rediscover the wonder of their first glimpse of the night sky. It is this sense of wonder and curiosity that draws you from the comfort of home and television to the outdoors. Tonight, when you are laying in your cots around a campfire, surrounded by dark forest, looking up at the stars of the night sky, I want you to consider something. Perhaps you, or your children -- or as hard as it is for you to imagine, your grandchildren -- will one day look up at the night sky before going to sleep, and see the Earth as a faint, twinkling blue star. ((PAUSE))

It is this spirit, a spirit of wonder, that is surely drawing us to a new destiny on new worlds.

You are privileged to be the generation that will witness the first large movement of men and women into space. And as this happens, I know that the Boy Scouts of today will be in the lead.

Thank you for inviting me to your Jamboree. God bless you and God bless the Boy Scouts of America.

And the world

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*Chris
Staff*

Davis/Martin
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He didn't mean that literally. Bradbury meant that the strange beauty and mystery of space will teach even the most cynical and worldweary among us to rediscover the wonder of their first glimpse of the night sky. It is this sense of wonder and curiosity that draws you from the comfort of home and television to the outdoors. Tonight, when you are laying in your cots around a campfire, surrounded by dark forest, looking up at the stars of the night sky, I want you to consider something. Perhaps you, or your children -- or as hard as it is for you to imagine, your grandchildren -- will one day look up at the night sky before going to sleep, and see the Earth as a faint, twinkling blue star. ((PAUSE))

It is this spirit, a spirit of wonder, that is surely drawing us to a new destiny on new worlds.

You are privileged to be the generation that will witness the first large movement of men and women into space. And as this happens, I know that the Boy Scouts of today will be in the lead.

Thank you for inviting me to your Jamboree. God bless you and God bless the Boy Scouts of America.

#

Steven G. Mead
2911 Tahoe Dr.
Merced, C.A. 95340

*photo request
press
gifts
read (JTB
Photography)*

Vice President George Bush
c/o The White House
Washington, D.C.

Dear Vice President,

This letter is written from one father to another. It is the story of a short thirty minute visit you took to a little farm town in California called Merced, and the lifetime effect you had on a little ten year old boy. That boy was my son.

On the 14th of October, 1988, we found out that you were coming to our city on a campaign visit. We are very heavily involved in scouting and we were asked to have some of our boys present to line the entrance onto the platform where you were to make your speech.

One of those scouts was Micah Mead, my son. He was very excited and proud to be able to meet the Vice President of the United States. In addition, Micah had a scout medallion which said "Do your best", and "Help other people", and he wanted to give it to you.

As you were leaving the stage, Micah reached out and handed you the medallion. At this point the act of taking the medallion from Micah would have been enough to make his day. But you did not just take the medallion. You reached into your pocket and handed Micah your tie clasp. Micah has been on cloud nine ever since.

I want to thank you for this everlasting gift you gave my son. So from one father to another, I wish you all the best.

From a citizen to a politician, I encourage you to "Do your best, and help other people."

God, be with you,

Steve G. Mead
Steven G. Mead

Sioux City

-no boys directly involved in rescue,
too tragic for children

VP of Administration for Marion Health
Center - Andrew W. Allen - is
Council - President of the Prairie Gold
Council of the Boy Scouts. Marion
was one the places that cared for
the victims.

of Drs are involved in Boy Scouts

Deputy Sheriff Judy Lammers worked
crowd control has a son at the jamboree

A # of boy scouts from Sioux City have
been visiting a hospitalized boy from
Casper, Wyo. They bring him books and
have befriended him.

Davis/Martin
July 31, 1989
Draft: One
Title: C:Scouts

PRESIDENTIAL ADDRESS: BOY SCOUT NATIONAL JAMBOREE/Ft. A.P. Hill
August 7, 1989/(Time)

((Thank you, Ben. Let me start by asking a favor. For the next ten seconds, I would like to hear every patrol in the Boy Scouts give its call, starting **now** . . .)) ((Wait ten seconds))

((Okay, okay, thank you . . . In all that noise, I thought I could make out otters, panthers, owls and even a moose call or two. Just think, out there somewhere in the thick Virginia forest are a lot of wild animals, and they've all just fallen in love . . .)) ((PAUSE))

Last Jamboree, I understand you had an unwelcomed visitor by the name of Bob -- Hurricane Bob. Ben tells me you didn't have a camp out . . . You had a damp out.

But this Jamboree is coming together marvelously. You can canoe, kayak and swim. You can shoot shotguns and compete in archery. You can earn Merit Badges while you work your way down the Midway. ((Undoubtedly, some of you will also be asked to organize snipe-hunting expeditions.)) This all sounds like a lot of fun. But there is ~~only~~ ^{really} one activity here that ^{really} tempts me to leave the ~~work of~~ the White House behind and spend a few days with you here at Fort A.P. Hill. I am talking about Fishhook Lake.

I started fishing at age five or so, in the cold waters along the coast of Maine, using a lead jig with a piece of white cloth for bait, sometimes trolling with an old green cotton line. ((And, of course, the first thing I caught was a cold.)) But after awhile, I got the hang of it, pulling in pollock -- ~~greasy,~~ ~~and not the~~ ~~incredible~~ ~~devils~~ -- and cunner -- another fish, also incredible. But all that work eventually paid off with mackerel, and the occasional flounder or smelt. I became acquainted with the waters off Kennebunkport so well that now I know every reef, when the swells will break and where you can find the seals on a given day.

Since those days of my youth, ^{when I was your age} I've waded in a clean, clear river in Iceland next to the Prime Minister of that land, and caught my first salmon. I've pulled in bass in many states, and fought dolphin, kings and hard-hitting 'cuda on the high seas.

As you might have guessed, fishing is my ^{favorite} ~~greatest~~ source of relaxation. It is with a rod and reel in my hand that I tend to count my blessings, especially if I'm with one of my grandchildren, or with Barbara . . . ((the only woman on earth who can read and fish at the same time, and catch every word and every fish.))

But no matter how much fun I have today, I will always look back to the days when I trailed that piece of white cloth along the shoreline. And there's a lesson here that I want to share with you. Whatever you love to do -- whether its hiking, hunting or kayaking -- hang on to it.

~~In pursuing success in school,~~
~~Don't let the future pressures of~~
 As you pursue success in school,
 and ~~be~~ later in your careers,
 Don't forget to leave room for
 the things you love to do.

~~school~~
college and career ~~dominate~~ your life. If you stay true to the hobbies of your boyhood, you will find a source of relaxation and replenishment that will never fail you.

There are other things you will learn as a Scout that will serve you well through life. Your Scout Law commands you to be trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent.

That may sound like a lot to remember, but it isn't. For at the core of that code is something simple -- a desire to serve with honor, a sincere feeling for one's fellow man and for one's country. So service isn't a lifelong chore to be carried out. As Chief Scout Citizen Teddy Roosevelt put it, ". . . the full performance of duty is not only right in itself but also the source of the profoundest satisfaction that can come in life."

In short, to serve and serve well is the highest fulfillment we can know.

Certainly, you have been proving this every day, by "doing a good turn daily." Boy Scouts have been helping out through times of disaster, from fires to flash floods. The Boy Scouts were there when Franklin Delano Roosevelt appealed for help during the Great Depression, gathering almost two million articles of clothing, household furnishings and food for the needy. And the Boy Scouts were a strong helping hand at home when older brothers fought a war in Europe.

Today, we are thankful that no depression or war looms ahead of us. But this doesn't mean that the times we live in are less

Scouting for 60,000,000 cans B.S., Cub Scouts + 1988 (needed for collection of food drive in U.S., Local Food Banks)

Five Unacceptable - illiteracy, hunger, unemployment, child abuse + drug abuse.


Down? Chris?

demanding. The Boy Scouts of this Twelfth National Jamboree will face challenges unimagined by your fathers.

One of these challenges, I'm sorry to say, is the continuing struggle to keep drugs out of the lockers of our high schools, ~~to keep this pollution out of America's bloodstream~~. . . for that is what it is, a pollution of the mind, a pollution of the very soul, of young America.

Earlier this week, a Wall Street Journal reporter wrote movingly of his son, a boy named Ryan. Ronald Shafer remembered his Ryan as a voracious collector of baseball cards who could name every batting champion back to the 1960s -- the kind of bright boy for whom life was an open invitation to succeed. But Ryan started using drugs and alcohol at age 12, and soon became a stranger to his parents and classmates. By age 16, Ryan was dead.

There are thousands of Ryans across America, thousands of young men and women who are in danger of losing their future, their very lives, to this scourge we call drugs.

The Boy Scouts of America has assumed a leadership role in confronting this problem. You are teaching self-protection strategies against drugs and other dangers. You have circulated these strategies in direct language in a very successful pamphlet called Drugs: A Deadly Game. And you have done something else -- you are leading the youth of America by example. 

There are other, more positive challenges facing your generation. When the first Boy Scouts chapter was formed,

Americans had just tamed the farthest reaches of the West. There were only a few remote places in the world unseen by Man. Since then, the world has become smaller. And so has the room for our imagination and daring -- a narrowed space for the restless spirit of freedom that is so much a part of our national identity.

But you and I know that there is a new frontier, ~~a final~~ **frontier that can never be tamed or exhausted -- space.**

Once again, Boy Scouts have played a leadership role in preparing a generation for space exploration. It is no coincidence that half of all astronauts were once Scouts. Gus Grissom, an American hero who lost his life in the early space program, was a Scout. David Scott and James Irwin, who operated the first lunar rover, were Scouts. And I doubt that any of the Scouts who participated in the 1969 seventh Jamboree in Idaho will ever forget Eagle Scout Neil Armstrong, who made man's first step on the moon, and later sent his greetings to the Jamboree from deep space.

The first spacefarers were unique, the lucky few. But your generation will have a broader, greater opportunity to live in space, to travel to the moon and to even set foot on another world. ~~The science fiction of my youth is the~~

Near the Jamboree area is a NASA exhibit of "Freedom Station," which will become our nation's first permanent manned space station in the next decade. Nearby are also large-scale models of the space shuttle and other crafts. This is America's

This is ~~your~~ the challenge of the next century - your challenge.

*you will have
someone like Bryan
DIRETT
CHARLOTTE
Has been of my
you will go*

(A)

changing. When we aim for the stars, it will be to settle as well as to explore, stay.

bf. {

space fleet, and its mission is gradually shifting from pure exploration to settlement.

This brings to mind an small irony. Just a few miles away, along the Tidewater Coast of Virginia, the first Englishmen arrived in the New World -- not just to explore, but to settle.

gradually
also

stay

These early colonies were ill-fated. Their first fall brought a bitter harvest of hardship. Their first winter brought tragedy. But in the end, the generation of Captain John Smith escaped the confines of the Old World to settle the New, a fresh frontier, a boundless promise called America.

Today, as before, some timid and chiding voices caution us against the danger, the hardship and the expense. Perhaps they should listen to Steven Speilberg ((quote to come)). Or perhaps they should listen to Ray Bradbury, a writer who once said that space will make children of us all.

He didn't mean that literally. Bradbury meant that the strange beauty and mystery of space will teach even the most cynical and worldweary among us to rediscover the wonder of our first glimpse of the night sky. It is this sense of wonder and curiosity that draws you from the comfort of home and television

to the outdoors.
So forget, when you, might I will be you, want to work

Tonight, as you ...

around the campfire, to sleep under the stars. And it is this same spirit that will surely draw mankind to a new destiny on new worlds.

You are privileged to be a part of the generation that will witness the first large movement of men and women into space.

And as this happens, I know that the Boy Scouts of today will be in the lead.

Thank you for inviting me to your Jamboree. God bless you and God bless the Boy Scouts of America.

#

FYI



Community and
Intergovernmental Relations

JUL 28 1989

MEMORANDUM TO: Greg Petersmeyer
Deputy Assistant to the President and
Director, Office of National Service

FROM: Peggy Harlow Knight, Director *Peggy H Knight*
Office of Community and Intergovernmental
Relations

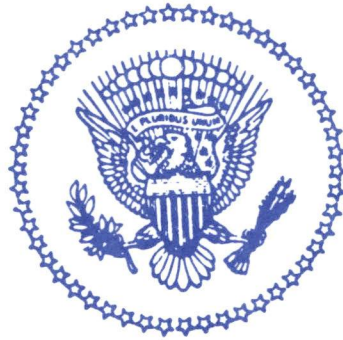
SUBJECT: President's Visit to the Boy Scout Jamboree

It is my understanding that the President plans to visit the Boy Scout Jamboree at Fort A. P. Hill, Virginia, on August 2. It is important that he be aware of a display that EPA will have there featuring the President's Environmental Youth Awards Program. Because the Program is the President's, it is possible that he will receive questions about it.

The Program recognizes young people from each of EPA's ten regions for environmental projects they have completed in their local communities. The best project from each region is selected for a national award and is brought to Washington for a ceremony. We have a request at the White House now for the President to present those awards in November. Enclosed is a brochure which explains the Program.



The President's Environmental Youth Awards

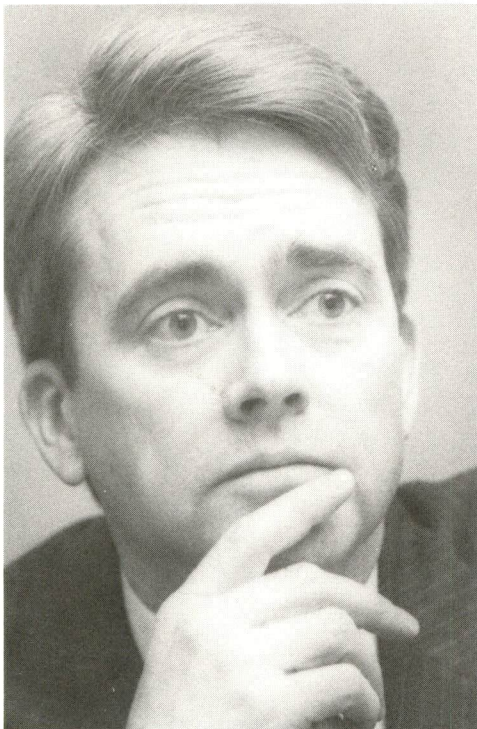


1988 National Winners

The President's Environmental Youth Awards

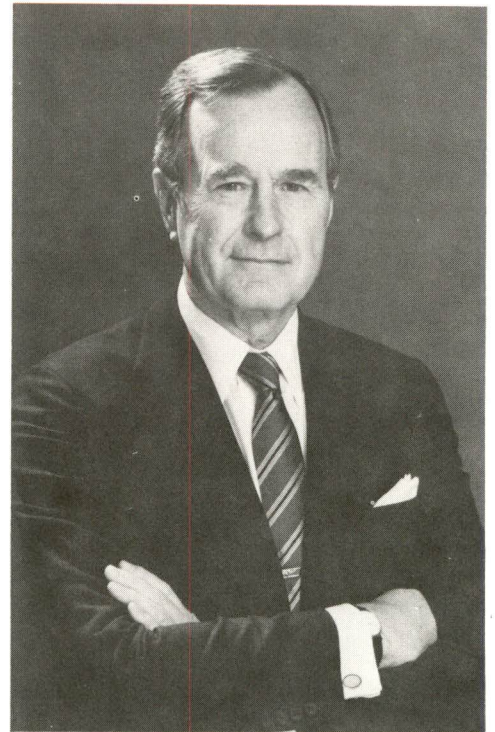
Young people in all fifty states are invited to participate in the President's Environmental Youth Awards program, which offers them, individually and collectively, an opportunity to become an environmental force within their community.

The President's Environmental Youth Awards program encourages individuals, school classes, schools, summer camps, public interest groups, and youth organizations to promote local environmental awareness and to channel this awareness into positive community involvement.



"One day in the not too distant future, today's youth will begin to take responsibility for the environment as consumers, as voters, and as community leaders. We must assure that they appreciate not only this country's magnificent natural heritage—our farms and our forests, our waters and our wildlife—but also the essential role that a healthy environment plays in our nation's economic well-being. The President's Environmental Youth Awards Program is one way of recognizing significant achievement as our young people, the future caretakers of this earth, become involved in their communities. Congratulations to this year's winners. We applaud you and all the award candidates, and we are deeply grateful for your fine efforts."

William K. Reilly
Administrator



"There are two things that are permanent in this country, two things that we pass on from generation to generation without even speaking of our pride or their preciousness. One is the treasure of our minds and hearts. The other is the treasure of our land—the environment."

President George Bush

President's Environmental Youth Awards Application

This is a voluntary program. Applications should be completed only by those who wish to participate.

Individual, School, Camp, or Youth Group (Circle One)

Sponsor

Name _____

Street _____

City _____ State _____ Zip _____

Name _____ Telephone () _____

Street _____

City _____ State _____ Zip _____

Project To Be Considered For: REGIONAL NATIONAL AWARD (Check One or Both).

Describe Project and Results Achieved

Number of Certificates Required _____

Project Dates
Beginning _____
Ending _____

Presentation Date or Last Day of Term _____

Name organizations which helped on project and describe how they helped.

Did Project Receive Press Coverage
 Yes No
If "Yes" attach Press Clippings

On a separate sheet of paper, please list the name(s) addresses, ages and grades of individuals qualifying for awards. Print or type the name(s)

Signatures Application must be signed by adult sponsors.

These supporting materials may include mounted photographs, news clippings, and other supplemental items such as full texts of scientific papers. Typed (doubled spaced) applications are encouraged. Applicants should type or write only on one side of each sheet.

- Applicants are strongly urged to follow the specific criteria that the Regional Judging Panel will use to evaluate applications. (See Judging Criteria.) Because judges cannot visit projects, students are encouraged to include photographs, newspaper articles, and other supporting materials with their applications. This will help the judging panel to gain a more comprehensive view of a project.
- On a separate sheet of paper, attached to the 3-5 page application, list the group name (if applicable), names of individuals and addresses of all project participants and sponsors. Also list the project name if it has one. The sponsor's home and work telephone numbers and signature must appear on this sheet.

How To Apply

Eligibility

To be eligible, a young person, or group of young persons, must have completed an environmental project while in grades Kindergarten through 12, and the project must be sponsored by at least one adult representative of their school, camp, youth group, or public interest group.

Application Deadline

To participate in the annual national awards competition, projects must be completed by July 31 of the award year; applications must be mailed to the appropriate Regional Office; and applications must be postmarked by July 31 or earlier of the same award year. Do not mail the application to EPA Headquarters in Washington, DC.

Judging Criteria

Each Regional Awards Panel will judge projects on:

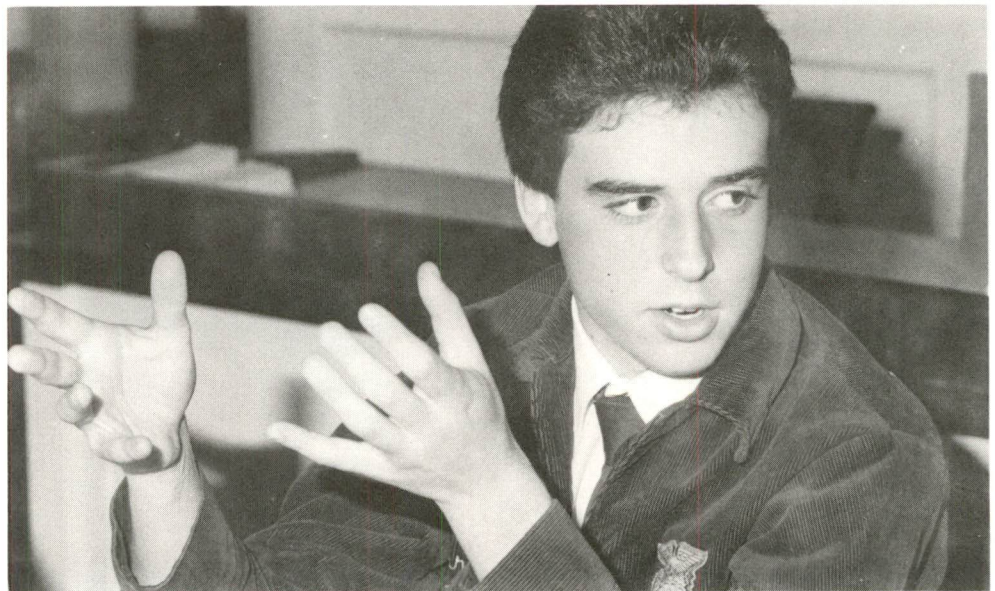
- The environmental need for the project.
- The environmental appropriateness of the project.
- Accomplishment of goals.
- The long-term environmental benefits derived from the project.
- Positive environmental impact on the local community and society.
- The extent to which the project was designed, coordinated, and implemented due to the young person's or persons' initiative.
- The positive ways in which other groups or individuals were involved to provide funds, resources, or publicity.
- Innovation.
- Soundness of approach, rationale, and scientific design (if applicable).
- Clarity and effectiveness of presentation.

Role of The Sponsor

The adult sponsor plays an important role in helping a young person or group of young people carry out their projects and apply for awards. Sponsors should offer suggestions and advice on:

- Developing a sound approach to the project.
- Project implementation
- Working with other groups and individuals in the community.
- Completing the application form(s) and preparing accompanying materials.

The sponsor must be an adult and can be a teacher, youth group advisor, summer camp counselor, or community leader. Young people must work closely with the sponsor(s) throughout the project and application procedures. Questions not answered by this brochure can be directed to your state's EPA regional office.



Student representative Tim Baraclaugh, from the Raton, NM, Future Farmers of America Chapter, participates in the 1988 Youth Work Group meeting.



Project Examples

Young people can help promote a clean environment in a variety of ways. They can choose work-oriented projects directly affecting the land, such as litter clean-up campaigns, adopt-a-beach programs, and river clean-up projects. Students can also design and implement projects to increase public awareness of environmental concerns, or study environmental issues through science experiments and projects. Some examples of award winning past projects include:

- A Florida high-school student conducted a four-year project carrying out research on the problem of beach erosion and planted sea oats as an erosion deterrent. She was also honored for using scientific methods to measure the effectiveness of this revegetation project.
- In a science fair project, a West Virginia senior high-school student researched a local environmental problem related to acidified mine drainage.
- A Future Farmers of America chapter in New Mexico designed and operated an experimental tree farm and ran a rehabilitation center for injured wild game.
- A class of sixth-grade students in New York State developed an awareness campaign encouraging the clean-up of a local landfill. Their recycling efforts resulted in an extra 250 usable cubic yards of landfill space and halted the proposed close-up of the landfill. In addition, their town formed a Committee on Solid Waste Management.
- A Girl Scout Troop in California initiated efforts to increase the number of trees in their city as a means of filtering air pollutants. In addition to planting and maintaining these trees, the group also planned Arbor Day activities and other environmental awareness activities in their community.
- Students in a Brooklyn, New York, junior-high school designed and operated an Environmental Studies Laboratory where students



Sponsor Gail Church and youth representative Tara Church, from El Segundo, CA, discuss their 1988 winning project.

could learn about and monitor the activities of plants, fish, and animals.

How The Program Works

The program has two components: The regional certificate program and the national awards competition. Regional certificates are awarded by the Regional Offices of the U. S. Environmental Protection Agency. The national award winners are selected by the regional offices and their recognition program is administered by EPA Headquarters in Washington, D.C.

Regional Certificate Program

The sponsor must complete the attached application and mail it to the appropriate EPA Regional Office (see listing on back of brochure). The regional certificate program is conducted year-round; therefore, applications for the regional program can be submitted at any time.

If a project is completed in the regional component of the program, all participants will receive certificates signed by the President of the United States, honoring them for their efforts in environmental protection.

National Awards Competition

If a project produced especially significant results, sponsors are encouraged to enter the national awards competition by marking the appropriate box on the application. One outstanding project from each of the ten EPA Regions is selected for national honors.

National individual project winners, or one representative from a national award-winning group project, along with one project sponsor, will receive an expense-paid trip to Washington, D.C., to participate in the annual National Awards Ceremony, and to consult with the EPA Youth Work Group about the President's Environmental Youth Awards Program and other environmental education initiatives for young people.

Application Procedures

Although creativity is encouraged, applications must conform to the following guidelines:

- The sponsor(s) MUST sign and date the application.
- The applications must summarize the project in no less than three, and no more than five, 8-1/2 by 11 inch pages, not including supporting materials.

EPA Regional Offices

EPA Region 1

JFK Federal Building
Boston, MA 02203
(617) 565-3187

Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island, Vermont

EPA Region 2

26 Federal Plaza
New York, NY 10278
(212) 264-2515

New Jersey, New York, Puerto Rico, Virgin Islands

EPA Region 3

841 Chestnut Street
Philadelphia, PA 19107
(215) 597-9800

Delaware, Maryland, Pennsylvania, Virginia, West Virginia, District of Columbia

EPA Region 4

345 Courtland Street NE.
Atlanta, GA 30365
(404) 347-3004

Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee

EPA Region 5

230 South Dearborn Street
Chicago, IL 60604
(312) 886-7935

Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin

EPA Region 6

1445 Ross Avenue
Dallas, TX 75202-2733
(214) 655-2200

Arkansas, Louisiana, New Mexico, Oklahoma, Texas

EPA Region 7

726 Minnesota Avenue
Kansas City, KS 66101
(913) 236-2803

Iowa, Kansas, Missouri, Nebraska

EPA Region 8

999 18th Street, Suite 500
Denver, CO 80202-2405
(303) 293-1693

Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming

EPA Region 9

215 Fremont Street
San Francisco, CA 94105
(415) 974-7765

Arizona, California, Hawaii, Nevada, American Samoa, Guam, Trust Territories of the Pacific

EPA Region 10

1200 Sixth Avenue
Seattle, WA 98101
(206) 442-4280

Alaska, Idaho, Oregon, Washington



Debbie Combs and Sandra Puckett (sponsor), from Bluefield, WV, were among the 1988 national award winners.



BOY SCOUTS OF AMERICA

National Office
1325 Walnut Hill Lane
P.O. Box 152079
Irving, Texas 75015-2079

25 JULY 89

MARK -

HERE ARE A
COUPLE THINGS
THAT OUGHT TO
HELP WITH THE
SPEECH.

CALL IF YOU
HAVE QUESTIONS.

BEST,

Bill -

W. E. Butterworth IV
214-580-2357
S200

JAMES A. McCLURE
IDAWO

United States Senate

WASHINGTON, DC 20510

OUTGOING TELECOPIES

7/26

DATE: _____

TO: M. DAVIS, ESQ.

AT: WORDSWORTH.

FAX#: 456. 6218

FROM: H.D. Palmer

PHONE: 224-1008

NUMBER OF PAGES (INCLUDING COVER PAGE): 15

NOTES/COMMENTS:

T.R. QUOTES ON
NATURE + SILENT
LIFE.

THE WORDS OF
Theodore Roosevelt

BY WILLIAM DAVISON JOHNSTON

With illustrations by

JEFF HILL



The Peter Pauper Press
Mount Vernon, New York

THE STRENUOUS LIFE

I WISH to preach, not the doctrine of ignoble ease, but the doctrine of the strenuous life, the life of toil and effort, of labor and strife; to preach the highest form of success which comes, not to the man who desires mere easy peace, but to the man who does not shrink from danger, from hardship, or from bitter task, and who out of these wins the splendid ultimate triumph.

THE only man who makes no mistakes is the man who never does anything.

THE capacity to be bored, whether treated as a sin or a misfortune is an awful handicap.

WE must be vigorous in mind and body, able to hold our own in rough conflict with our fellows, able to suffer punishment without flinching, and at need, to repay in kind with full interest.

A LIFE of slothful ease, a life of that peace which springs merely from lack either of de-

sire or of power to strive after great things, is as little worthy of a nation as of an individual.

TOMORROW morning early we . . . go on horseback, each taking a spare pony, which will be led behind the wagon, a light "prairie schooner" drawn by two stout horses, and driven by an old French halfbreed. I wear a sombrero, silk neckerchief, fringed buckskin shirt, sealskin chaparajos or riding trowsers; alligator hide boots; and with my pearl-hilted revolver and beautifully finished Winchester rifle, I shall feel able to face anything. How long I will be gone I can not say: we will go in all nearly a thousand miles.

A MAN who in civilization would be merely a back biter becomes a murderer on the frontier; and on the other hand, he who in the city would do nothing more than bid you a cheery good morning, shares his last bit of sun-jerked venison with you when threatened by starvation in the wilderness.

YESTERDAY I rode 72 miles between dawn and darkness; I have a superb roan pony; he looks well, with his beautifully carved saddle,



plated bridle, and silver inlaid bit, and seems to be absolutely tireless.

AGGRESSIVE fighting for the right is the noblest sport the world affords.

IF you have the pluck, the grit, in you to count in sports, just as you have the pluck and grit in you to count in your studies, it will help you to count in after life.

I ALWAYS believe in going hard at everything. My experience is that it pays never to let up or grow slack and fall behind.

NOT once in a thousand times is it possible to achieve anything worth achieving except by labor, by effort, by serious purpose, and by willingness to run risks.

THE accident did not keep me in five minutes. I rode straight through the rest of the hunt. I don't grudge the broken arm a bit. I am always willing to pay the piper when I have had a good dance, and every now and then I like to drink the wine of life with brandy in it.

It is of far more importance that a man shall play something himself, even if he plays it

badly, than that he shall go with hundreds of companions to see some one else play well.

THE man should have youth and strength who seeks adventure in the wide, waste spaces of the earth, in the marshes, and among the vast mountain masses, in the northern forests, amid the steaming jungles of the tropics, or on the deserts of sand or of snow. He must long greatly for the lonely winds that blow across the wilderness, and for sunrise and sunset over the rim of the empty world. His heart must thrill for the saddle and not for the hearthstone. His eye must be true and quick, his hand steady and strong. His heart must never fail nor his head grow bewildered, whether he face brute and human foes, or the frowning strength of hostile nature, or the awful fear that grips those who are lost in trackless lands.

IN the last resort, no material prosperity, no business acumen, no intellectual development of any kind, can atone in the life of a nation for the lack of the fundamental qualities of courage, honesty and common sense.

ALL — Easterners and Westerners, Northerners and Southerners, officers and men, cow-

boys and college graduates, wherever they come from, and whatever their social position — possessed in common the traits of hardihood and a thirst for adventure. (The Rough Riders.)

I COMMANDED my regiment, I think I may say, with honor. We lost a quarter of our men. How I escaped I know not; I have not blanket or coat; I have not taken off my shoes even; I sleep in the drenching rain, and drink putrid water.

I AM as strong as a bull moose, and you can use me to the limit.

I THINK very little of mere oratory. I feel an impatient contempt for the man of words if he is merely a man of words. The great speech must always be the speech of a man with a great soul, who has a thought worth putting into words he utters.

THE only safe rule is to promise little, and faithfully to keep every promise; to "speak softly and carry a big stick."

IT is not the critic who counts; not the man who points out how the strong man stumbles,

or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, and comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows the great enthusiasms, the great devotions; who spends himself in a worthy cause.

SUCCESS comes only to those who lead the life of endeavor.

WE hold work not as a curse but as a blessing, and we regard the idler with scornful pity.

THE work of the Police Board has absorbed all the time and energy I could give. There is nothing of the purple in it.

I THINK it perfectly possible to combine a full knowledge of the evil that exists, not only with a determination to cut out that evil, but with a clear understanding of the great good that exists also.

IF with the best of intentions we can only manage to deserve the epithet of "harmless"

it is hardly worth while to have lived in the world at all.

THE twentieth century looms big before us with the fate of many nations. If we stand idly by, if we seek merely swollen, slothful ease and ignoble peace, if we shrink from the hard contests where men must win at hazard of their lives and at the risk of all they hold dear; then the bolder and stronger peoples will pass us by.

WE are face to face with our destiny and we must meet it with a high and resolute courage. For us is the life of action, of strenuous performance of duty; let us live in the harness, striving mightily; let us rather run the risk of wearing out rather than rusting out.

IT is sheer unmanliness and cowardice to shrink from the contest because at first there is failure; or because the work is difficult or repulsive. No man who is worth his salt has any right to abandon the effort to better our politics merely because he does not find it pleasant, merely because it entails associations which to him happen to be disagreeable.

I DID not care a rap for being shot. It is a trade risk, which every prominent public man ought to accept as a matter of course.

ALL daring and courage, all iron endurance of misfortune make for a finer nobler type of manhood.

LET us see to it that, while we take advantage of every gentler and more humanizing tendency of the age, we yet preserve the iron quality which made our forefathers and predecessors fit to do the deeds they did.

ONE of the prime dangers of civilization has always been its tendency to cause the loss of virile fighting virtues, of the fighting edge. When men get too comfortable and lead too luxurious lives, there is always danger lest the softness eat like an acid into their manliness of fibre.

THERE is no place among us for the mere pessimist; no man who looks at life with a vision that sees all things black or gray can do aught healthful in moulding the destiny of a mighty and vigorous people. But there is just as little use for the foolish optimist who refuses to face the many and real evils that

exist, and who fails to see that the only way to insure the triumph of righteousness in the future is to war against all that is base, weak, and unlovely in the present.

I'VE had many a splendid day's fun in my life but I can't remember ever having crowded so much of it into such a few hours. (After his first submarine voyage, 1905.)

I AM busy correcting the proof of the fourth volume of "The Winning of the West" and by the middle of May or June, I shall be through the hardest part of my work, both literary and official. I shall then have finished a year of as hard work and as much worry and responsibility as a man could well have. I don't mind work; the only thing I am afraid of is that by and by I will have nothing to do. (Written while Civil Service Commissioner.)

IN this world the only thing supremely worth having is the opportunity coupled with the capacity to do well and worthily a piece of work the doing of which is of vital consequence to the welfare of mankind.

DID you ever see such a fleet, and such a day; by George isn't it magnificent!



I AM wrestling with two Japanese wrestlers three times a week. I am not the age or the build, one would think, to be whirled lightly over an opponent's head and batted down on a mattress without damage, but they are so skillful that I have not been hurt at all.

ONE afternoon Archie turned up with his entire football team. We had obstacle races, hide-and-go-seek, blind man's buff, and everything else; and there were times when I felt that there was a perfect shoal of small boys bursting in every direction, up and down stairs, and through and over every conceivable object.

MY trip with the boys in Arizona was a great success, although it is rather absurd for me now to be going on such trips, for a stout, rheumatic, elderly gentleman is not particularly in place sleeping curled up in a blanket on the ground, and eating the flesh of a cougar because there is nothing else available.

I HAD to go. It was my last chance to be a boy. (Referring to his South American Expedition, 1913.)

FAR better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows not victory nor defeat.

THE joy of living is his who has the heart to demand it.

THE NATION

WE are the citizens of a mighty Republic consecrated to the service of God above, through the service of man on this earth. We are the heirs of a great heritage bequeathed to us by statesmen who saw with the eyes of the seer and the prophet. We must not prove false to the memories of the nation's past. We must not prove false to the fathers from whose loins we sprang, and to their fathers, the stern men who dared greatly and risked all things that freedom should hold aloft an undimmed torch in this wide land. They held

their worldly well-being as dust in the balance when weighed against their sense of high duty, their fealty to lofty ideals. Let us show ourselves worthy to be their sons. Let us care, as is right, for the things of the body; but let us show that we care even more for the things of the soul.

AMERICANISM means the virtues of courage, honor, justice, truth, sincerity, and hardihood — the virtues that made America.

THE nation that achieves greatness, like the individual who achieves greatness, can do so only at the cost of anxiety and bewilderment and heart-wearing effort.

THE path of self-government is very difficult, and only those peoples can tread it who are able to control their own passions and follies.

THROUGHOUT past history Liberty has always walked between the twin terrors of Tyranny and Anarchy. They have stalked like wolves beside her, with murder in their red eyes, ever-ready to tear each other's throats, but even more ready to rend in sunder Liberty herself.



Federal Republic have set before us, unless we are Americans in heart and soul, in spirit and purpose, keenly alive to the responsibility implied in the very name of American, and proud beyond measure of the glorious privilege of bearing it.

IT is a base untruth to say that happy is the nation that has no history. Thrice happy is the nation that has a glorious history!

THERE are numerous and grave evils incident to free government but after all is said and done I cannot imagine any real man being willing to live under any other system.

THE nation that has done a great work lives forever.

NATURE

I REMEMBER distinctly the first day I started on my career as a zoologist. I was walking up Broadway, and as I passed the market, I suddenly saw a dead seal laid out on the slab of

wood. That seal filled me with every possible feeling of romance and adventure.

WHILE my interest in natural history has added very little to my sum of achievement, it has added immeasurably to my sum of enjoyment in life.

I STARTED in the very earliest morning, when the intense brilliancy of the stars had just begun to pale before the first streak of dawn. By the time I left the river-bottom and struck off up the valley of a winding creek, which led through the Bad Lands, the eastern sky was growing rosy; and soon the buttes and cliffs were lit up by the level rays of the cloudless summer sun. The air was fresh and sweet, and odorous with the sweet scents of the spring-time that was but barely passed; the dew lay heavy, in glittering drops, in the leaves and the blades of grass, whose vivid green, at this season, for a short time brightens the desolate and sterile-looking wastes of the lonely Western plains.

FROM the standpoint of real pleasure I should selfishly prefer my old-time ranch on the Little Missouri to anything in Newport.

NOWHERE, not even at sea, does a man feel more lonely than when riding over the far-reaching, seemingly never-ending plains; and after a man has lived a little while on or near them, their very vastness and loneliness and their melancholy monotony have a strong fascination for him.

I SHALL never forget our three camps; the first in the solemn temple of the giant sequoias; the next in the snowstorm among the silver firs and the third fronting the stupendous rocky mass of El Capitan.

THE farther one gets into the wilderness, the greater is the attraction of its lonely freedom.

WHEN the days have dwindled to their shortest, and the nights seem never-ending, then all the great northern plains are changed into an abode of iron desolation. Sometimes furious gales blow out of the north, driving before them the clouds of blinding snow-dust, wrapping the mantle of death round every unsheltered being that faces their unshackled anger. They roar in a thunderous bass as they sweep across the prairie or whirl through the naked canyons; they shiver the great brittle cottonwoods, and beneath their rough touch

the icy limbs of the pines that cluster in the gorges sing like the chords of an Aeolian harp.

WE HAVE fallen heirs to the most glorious heritage a people ever received, and each one must do his part if we wish to show that the nation is worthy of its good fortune.

IN THE Grand Canyon, Arizona has a natural wonder which is in kind absolutely unparalleled throughout the rest of the world. I want to ask you to keep this great wonder of nature as it now is. I hope you will not have a building of any kind, not a summer cottage, a hotel or anything else, to mar the wonderful grandeur, the sublimity, the great loneliness and beauty of the canyon. Leave it as it is. You cannot improve on it. The ages have been at work on it, and man can only mar it.

I BELIEVE that the natural resources must be used for the benefit of all of our people and not monopolized for the benefit of the few.

WE HAVE become great because of the lavish use of our resources. But the time has come to inquire seriously what will happen when our forests are gone, when the coal, the iron, the oil, and the gas are exhausted, when the

soils have been still further impoverished and washed into the streams, polluting the rivers, denuding the fields and obstructing navigation.

I RECOGNIZE the right and duty of this generation to develop and use the natural resources of our land; but I do not recognize the right to waste them, or to rob, by wasteful use, the generations that come after us.

OF ALL the questions which can come before this nation, short of the actual preservation of its existence in a great war, there is none which compares in importance with the great central task of leaving this land even a better land for our descendants than it is for us.

A GROVE of giant redwood or sequoias should be kept just as we keep a great and beautiful cathedral.

THE civilized people of today look back with horror at their mediaeval ancestors who wantonly destroyed great works of art, or sat slothfully by while they were being destroyed. We have passed that stage. We treasure pictures and sculptures. But we are, as a whole, still

in that low state of civilization where we do not understand that it is also vandalism wantonly to destroy or to permit the destruction of what is beautiful in nature, whether it be a cliff, a forest, or a species of mammal or bird.

To LOSE the chance to see frigate-birds soaring in circles above the storm, or a file of pelicans winging their way homeward across the crimson afterglow of the sunset, or a myriad terns flashing in the bright light of midday as they hover in a shifting maze above the beach — why, the loss is like the loss of a gallery of the masterpieces of the artists of old time.

It is not what we have that will make us a great nation; it is the way we use it.

It is an incalculable added pleasure to any one's sum of happiness if he or she grows to know, even slightly and imperfectly, how to read and enjoy the wonder-book of nature.

SPRING would not be spring without bird songs, any more than it would be spring without buds and flowers, and I only wish that besides protecting the songsters, we could also protect the birds of the sea-shore and the wilderness.

THE meadow-lark is a singer of a higher order, deserving to rank with the best. Its song has length, variety, power, and rich melody; and there is in it sometimes a cadence of wild sadness, inexpressingly touching. Yet it comes forever laden with a hundred memories and associations; with the sight of dim hills reddening in the dawn, with the breath of cool morning winds blowing across lonely plains, with the scent of flowers on the sunlight prairie, with the motion of fiery horses, with all the strong thrill of eager and buoyant life.

I DOUBT if any man can judge dispassionately the bird songs of his own country; he can not disassociate them from the sights and sounds of the land that is so dear to him.

I CAN no more explain why I like "natural history" than why I like California canned peaches.

SPRING has fairly begun. The frogs are noisy in the ponds, the robins and song sparrows and redwing blackbirds are in song; the maple buds are red and the willow tips green; the first mayflowers and bloodroot have appeared.

THE country is beautiful beyond description. It is the high tide of the year, with tree and flower and bird.

THERE are men who love out-of-doors who yet never open a book; and other men who love books but to whom the great book of nature is a sealed volume.

JOHN Burroughs and I had a very pleasant time during our three days at Pine Knot. I was much pleased to be able to show him all the birds I had said I would, including the Bewick's wren, the blue grosbeak, the gnat-catcher, the summer redbird, etc. I think he found the place almost too primitive, for a family of flying squirrels had made their abode inside the house.

THE keenest enjoyment of the wilderness is reserved for him who enjoys also the garnered wisdom of the present and the past.

WE ARE not building this country of ours for a day. It is to last through the ages.





BOY SCOUTS OF AMERICA

Magazine Division
1325 Walnut Hill Lane
P.O. Box 152079
Irving, Texas 75015-2079

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PRESIDENT'S CITATION PROGRAM FOR PRIVATE SECTOR INITIATIVES

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To

"Drugs: A Deadly Game"

a program of

Boy Scouts of America

Champion International

Coca Cola, USA

for outstanding service to the community

and finding

innovative private solutions to public problems

*The White House
Washington, D.C.
September 20, 1988*

Ronald Reagan

William P. Casey
Executive Vice President
Bottler Operations

Coca-Cola USA

Division of
The Coca-Cola Company

February 12, 1987

TO: U.S. Bottlers of Coca-Cola

Last week, I wrote to you concerning one of the most exciting and important community service, public education, and promotional activities ever launched in the area of drug abuse awareness.

With national support from The Coca-Cola Foundation and Coca-Cola USA, The Boy Scouts of America today launched "Drugs: A Deadly Game" via a major news conference at the National Press Club in Washington. BSA's 408 U.S. councils were simultaneously notified earlier in the week.

Now, it's time for your involvement in what is the most multi-faceted, anti-drug educational programs ever developed. This effort potentially reaches into every community organization. A key objective is to place the enclosed drug awareness color brochure into the hands of every young person in America.

As a start, here's what we've worked out with the Scouts in terms of initial distribution, reaching up to 8 million youngsters and adults.

- 4 million Cub Scouts, Boy Scouts, and Explorers.
- 1.2 million Scout leaders and parents.
- 7.5 million subscribers to Boy's Life Magazine (March Insert) and 1.9 million readers of Scouting Magazine (March-April issue).

With your help, local councils can now extend this reach to millions of other Americans, young and old, via civic and community groups, religious and fraternal organizations, and public and private school systems.

Enclosed are suggestions for cooperative programs with local councils.

We know you've seen and may have been involved in other anti-drug programs. We truly believe this is a very special one because it brings together the strengths of local councils with local Bottlers throughout America. It also has all of the honor and patriotism with which Coca-Cola is traditionally associated. We hope you'll agree this is a significant effort.

Please contact your local Boy Scout council as soon as possible or expect a call from them. If you have questions, please contact Coca-Cola USA Public Affairs Programs -- Rob Martin, 404/676-3702, or Bob Longenecker, 404/676-2691.

Best wishes, and thanks.

Bill Casey

FEB 18 1987
BURRELLE'S

Boy Scouts to wage anti-drug fight

The Indianapolis News

Boy Scouts of America is initiating a nationwide campaign aimed at fighting drug abuse, says Ben H. Love, chief scout executive of the national organization.

Love will speak about the campaign, called "Drugs, a Deadly Game," during a visit to Indianapolis Thursday. He will make his address to a gathering of 300 Eagle Scouts.

"This is not a program that we will hit the media with and then let die," Love said of the anti-drug platform. "It is something we will incorporate into all facets of our program."

Information about the campaign will be distributed to Scouts in the March issue of Boys Life magazine. Individual Scout troops will discuss the material, and each Scout is encouraged to discuss drug abuse with his parents.

"It will be part of our total program that teaches young people to be aware of drugs and how to say no," he said.

Love also will address the problems of illiteracy, child abuse and teen unemployment during his speech.

"I will be speaking about things we have identified as unacceptable in society today," he said. "In Scouts, we help people establish values that permit them to make ethical choices throughout their life."

For many years, Boy Scout leaders have sought to teach young men basic qualities of trustworthiness, loyalty, bravery and reverence.

Eagles dinner Thursday

More than 300 Eagle Scouts are expected to attend a "Gathering of the Eagles" dinner at the Indiana Roof Ballroom Thursday. The dinner is a part of the Crossroads of America Council, Boy Scouts of America, anniversary celebration.

Those characteristics were expected to keep the Scouts "physically strong, mentally awake and morally straight," according to the Scout Oath. But now the leaders of Scouts are doing more than speaking about good things. They are actively speaking out about the many problems confronting young people.

"These are problems that impact all of society," Love said. "We are doing this because of the need for us to do everything we can to improve the environment in which young people are growing up."

Love said the drug program is targeted at all young people, not just Scouts. He said the material will be made available to other interested youth organizations.

"That is the thing that really make us excited," he said.

The material was written with the "consultation of the best experts in the country," Love said. The program is funded with the assistance of the Coca-Cola Co.



Ben H. Love
Will visit here Thursday

Advertising | Philip H. Dougherty

Air-Sole Introduced By Nike

THE first team from Nike was in town yesterday from Beaverton, Ore., bringing word of revolution and making plans to spread it.

What you consider a revolution and what Phillip H. Knight, the president and chairman of the athletic shoe company, considers a revolution may not be the same. But at least Cindy Hale, the ad manager of Nike, agrees with the boss.

"We saw in the late 1970's what we thought was the running revolution, but it wasn't," Mr. Knight said. "It was the first shot of a fitness revolution."

This year's revolution is the new Air-Sole air-cushioned shoe, which Nike will be offering this year in 11 models. According to an ad that ran in the February issue of *Runner's World*, it is "a special gas, pressurized inside a tough, flexible, urethane skin" that "provides a spring-like cushioning."

To spread the word of this innovation, Nike plans to spend \$7 million for advertising from late March through mid-May. The majority will be spent in television, starting with a 60-second commercial of the black-and-white documentary genre in which ordinary health nuts appear with such stars as Michael Jordan of basketball and John McEnroe of tennis in a variety of sports including barefoot swimming.

And they do it all to the accompaniment of the Beatles singing "Revolution." It marks the "first time in advertising history that an original Beatles group recording has been licensed for use in a television campaign," Nike said in a statement.

The commercial will appear, according to Ms. Hale, on network and spot television, as well as on cable, where Nike already has a position in ESPN basketball games. Four other spots will be coming along, each of which will feature a different shoe — walking, basketball, all purpose and children's.

The air time purchased will be aimed at reaching more women during the week and more men during weekend sports programming. The time hasn't been bought yet, but a media representative from Nike's agency, Weeden & Kennedy in Portland, Ore., is negotiating now in New York.

In addition to the video advertising, there will be a magazine campaign featuring, for starters, an eight-page insert that starts off: "Nike-Air is not a shoe. It's a revolution."

The insert has already appeared in *Runner's World* and will next appear in April or May in *Sports Illustrated*, *People*, *Rolling Stone*, *Gentlemen's Quarterly*, *Glamour*, *Mademoiselle* and *Esquire*. The same publications will get later ads on individual models of shoes.

Both the first commercial and the insert feature the Max Air model, the only one of the new lineup to have a see-through heel. It is quite distinctive.

Nike's total ad budget is about \$22 million, but another \$40 million or so is being put into promotional activities and endorsements. Nike has 350 to 400 athletes in its stable of such loyal (and sometimes paid) wearers, Ms. Hale said.

According to Mark Sullivan, the editor of *Sports Style*, a trade publication, factory sales of athletic footwear were about \$2.5 billion last year, which he translated loosely to \$4 billion at retail.

While Nike was the market leader from 1980 through 1985, Reebok came in with its more-fashion-than-performance-oriented footwear and moved steadily up on Nike last year, Mr. Sullivan said, each had about 23 to 25 percent share of the market.

However, in 1987, Reebok has moved strongly out in front. And now that it is acquiring the Avia Group International, which is more performance-oriented than fashion-oriented, it will be hard to keep up without the proper shoes.

New Publisher Named At Working Mother

Carol Evans, 34 years old, will be taking over the publisher's job at *Working Mother* magazine when Raymond Eyes retires at the end of the month.

Ms. Evans, who became a working mother herself only this year, has been the magazine's advertising director since 1982. She joined *Working Mother's* sales team in Chicago in 1978, the year it was started. Previously she was with *American Home* magazine.

Wunderman to Handle New Optima Card

Now that American Express has revealed the existence of its new Optima card, it is possible to reveal that its agency for the introduction is Wunderman, Ricotta & Kline, the Young & Rubicam direct-marketing specialty agency.

That in itself tells you there will be a little something different about the campaign. It will be via direct mail instead of the usual broadcast and print onslaught one expects from new credit cards.

Since the client already has the list of all of its card holders to work from, direct mail can make for an exquisitely pinpointed marketing effort. There has been trade talk that this could be a \$15 million to \$20 million advertising campaign.

2 More P.&G. Products To Slater, Hanft, Martin

Slater, Hanft, Martin, already a Procter & Gamble agency, has picked up two more products, Dramamine and Icy Hot. The former is a motion sickness product, the latter a pain-relieving ointment. Already at the agency is Percogesic, an aspirin-free pain reliever. Billings for the products were not disclosed.

Needham Harper Worldwide had given up the Dramamine account last June, while Icy Hot was last at Tatham Laird & Kudner. Recently the products have been without agencies.

The brands were the property of G. D. Searle & Company and are now handled by Procter's Richardson-Vicks.

Boy's Life Distributes Anti-Drug Kits

Boy's Life magazine, the official publication of the Boy Scouts of America, has, with a financial assist from Coca-Cola and Champion International, printed and distributed 5.2 million kits to help in the war on drugs. They have gone to the scouts and adults connected with scouting.

Now the magazine is anxious to enlarge the distribution to many more young people and is scouting for sponsors.



MEDIA NOTES

'Ms.' to Celebrate Anniversary With New Look

By Noreen O'Leary and Barry Hochfelder

NEW YORK—Some 20 years ago, an editor at a well-established women's magazine described to Gloria Steinem target female readers: "mental defectives with curlers in their hair." So it must be with sweet revenge that Steinem—with her trademark long, *straight* hair—is getting ready to pop the corks on the 15th anniversary of proving them wrong.

Ms. will celebrate its 15th year of publishing with a special July/August double issue. And in September, the magazine will launch a bolder, redesigned format and logo plus regular editorial features that focus on areas like entrepreneurs, personal style and the "new family."

"We're a news magazine, so we change as the world changes," says Steinem, one of *Ms.*' founding editors. "In our first years of publishing we spent much of our time writing about the problems. We felt there was no understanding of what it was like to be a woman on Wall Street or a welfare mother. . . . Now in the last several years we've been able to report more on solutions."

The anniversary issue will draw on that past as well as speculate about the future. *Ms.* is planning personal accounts and reflections of the past 15 years; "Lists of 15" that mark the period's high and low points; and predictions, like "Signs of Intelligent Life in the Universe in the Year 2002," a piece by Lily Tomlin and Jane Wagner.

The magazine is offering advertisers a triple-issue discount if they buy the July/August, September and October issues.

"We're saying to advertisers that we really believe in this relaunch and we want you in the book," says Helen Barr, *Ms.* advertising director.

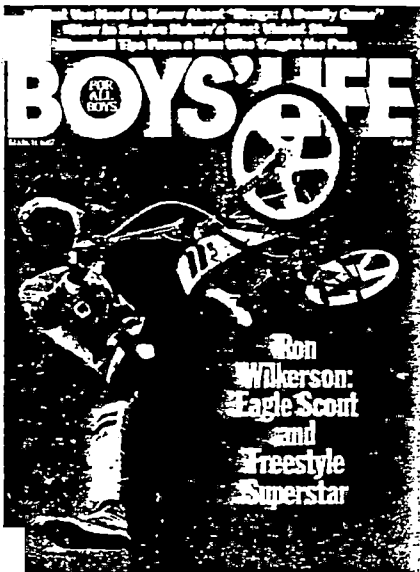
Ms.' rate base is normally 450,000. An additional 100,000 copies will be printed for the July/August issue and 30,000 extra for September and October. Advertising for the anniversary issue closes April 24. Single-issue rates are \$12,485 for a 4/C full page and \$9,290 for B&W.



Barr (left), Steinem celebrate *Ms.*'s birthday.

MAGAZINES

The March issue of *Boys' Life*, the publication of the Boy Scouts of America, contains an anti-drug section sponsored by



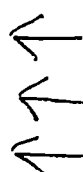
Boys' Life battles drugs.

Coca-Cola and Champion International. In addition to being bound into the March issue for the 1.3-million *Boys' Life* subscribers, the booklet is being distributed to every Boy Scout and Cub Scout.

The May 3 issue of the *Washington Post Magazine* will include the 1987 Spring Home + Design issue. Close: April 3. Rates: \$13,595 (B&W); \$17,195 (4/C). The June 28 issue will be a special issue devoted to "The Constitution Today." It will commemorate the 200th anniversary of the U.S. Constitution. Close: May 29. Rates: same as above.

Family Computing will raise its circulation rate base 3.6% to 435,000 effective with the June issue. It is the magazine's sixth increase in its three years of publishing. Ad rates will increase 9% with the June issue. New rates: \$10,620 (B&W); \$11,990 (4/C).

Metrocorp, the Philadelphia publishing consortium that owns *Boston Magazine*, *Philadelphia Magazine* and *Manhattan, inc.*, has purchased *Atlanta Magazine*



Scouts sends anti-drug message

By **BILL HUSTED**

Rocky Mountain News Staff Writer

Boys' Life magazine, the official publication of the Boy Scouts of America, is hiking down a new trail.

Once the safe campground for stories on scouting, canoeing and knot-tying, its March issue faces America's drug problem head-on. A hard-hitting, pullout brochure titled *Drugs: A Deadly Game* is in all 1.5 million copies.

In addition to *Boys' Life* subscribers, the booklet will go to all active Boy Scouts and Cub Scouts, scouting volunteers and parents of scouts.

"Some traditionalist parents believe that we shouldn't be addressing this topic," says Warren Young, publisher of *Boys' Life*. "They say that we are being too realistic. They want their sons to be reading about camping and hiking — that's why they put their kids in scouting. But we have to help the scout understand the problems he will encounter growing up."

The brochure is part of an ambitious anti-drug campaign mounted by the orga-

nization. More than 6.5 million copies of the 16-page booklet have been printed, with more on order. Through the sponsorship of Coca-Cola USA and Champion International Corp., BSA officials say they hope to distribute the full-color brochure to every young person in America. The project began last year when President and Nancy Reagan asked the BSA to help combat drug use.

"Scouting has a tradition of stepping in and helping," says Young, in Denver to discuss distributing the booklet with local Coca-Cola Bottling Co. executives. "We thought the magazine was the perfect format to get the message across that drugs are deadly, there is no such thing as recreational use."

Young says that drug use is not specifically a problem in scouting today. "I would be naive to think that no Boy Scout has ever used drugs. But it is by no means an epidemic. This program is preventative, and it goes beyond scouting."

The booklet features anti-drug messages from five positive role models (actors Scott Baio and Peter Billingsley; An-

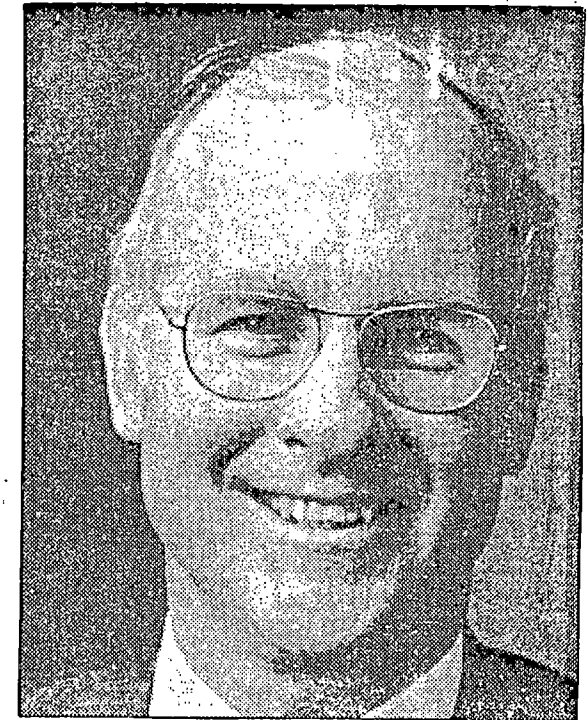
tonio Smith, a member of the Young Astronauts program; skier Julie Parisien; and Washington Redskin Art Monk).

"We didn't want to use recovered drug users," Young says. "Kids can get the feeling that they can take drugs and survive. We want to show that people can be successful without using drugs."

The booklet also includes drug information from two doctors, a centerfold of the human body showing what damage and effects drugs have on specific organs, a five-page comic strip about a drug-related nightmare, and a message from the Reagans.

The booklets are available to schools and youth organizations, either free (through sponsorship of local organizations) or for a small charge to cover costs. Along with the booklets, BSA has prepared a teachers' manual and a 16-minute video tape of "superstars" saying "no" to drugs.

For information on the booklet, write: Drug Abuse Task Force S200, Boy Scouts of America, 1325 Walnut Hill Lane, Irving, Texas 75038-3096.



DENNIS SCHROEDER/Special to the News

Warren Young, publisher of *Boys' Life*, says the magazine was the perfect format to get the message across that drugs are deadly.

Be prepared — use Boy Scout materials to educate about drugs

Q. I am a teacher in a middle school. I'm using this summer to prepare a health unit for my students next fall.

Can you please tell me where I can get information (and how much it will cost) for young people that will acquaint them with the harmful effects of drug abuse? Thank you.

A. Some of the best I've seen is contained in a new set of materials prepared by the Boy Scouts of America. The organization has undertaken a massive national campaign to spur young and old alike, in and out of scouting, to say no to drugs.

"We are seeing kids — only 9, 10 or 11 years old — playing a deadly game of Russian roulette with their hearts, their livers, and, in particular, with that most marvelous and delicate organ, their brains," says Chief Scout Executive Ben H. Love.

"The country is in the midst of a serious drug epidemic," he adds. "Taking drugs is not just dangerous, it is deadly."

The materials are designed for use within scouting and for use by schools, community agencies and others as well. They include a 16-minute video, an 18-page booklet and a teacher's guide.

The video shows what happens to the body when drugs are used and depicts role models saying no to drugs. These include 15-year-old U.S. Olympic women's junior slalom champion Julie Parisien; actor Scott Baio, 26, of the TV situation comedy "Happy Days"; 15-year-old Peter Billingsly of NBC-TV's "Real People"; Boston Red Sox pitcher Roger Clemens and others.

Charles R. Shuster, Ph.D., director of the U.S. National Institute on Drug Abuse, and Dr. G. Douglas Talbott,



director of the Adult and Adolescent Chemical Dependence Programs at Ridgeview Institute in Atlanta, provide medical information about drug effects.

Of particular interest to you for your health unit is a spectacular fold-out chart of the human body. It shows how each of five drugs — cocaine, marijuana, alcohol, tobacco

and amphetamines — affect various organs of the body.

The teacher's guide contains short takes with concise information on the prevalence, short-term effects, long-term effects and addictive potential of each of these drugs. In addition, a student activity work sheet is included that contains a true-or-false quiz and information about how to start a peer counseling program.

The material was underwritten with support from Coca-Cola USA and Champlon International Corp. The booklet has been distributed free of charge to all of the Boy Scouts' 4 million youth members.

Kits containing one video, five teacher's guides and 100 booklets are available at cost to non-Scout groups and individuals for \$32. The video may be ordered separately for \$16, as may the package of teacher's guides and booklets, also for \$16.

The materials are designed for scouting, schools, community agencies and others as well

Order from the Drug Abuse Task Force, S200, Boy Scouts of America, 1325 Walnut Hill Lane, Irving, Texas, 75038-3096.

Sue Rusche, author and national authority on drug abuse, answers questions from readers in her column. Write to her in care of The Tribune, P.O. Box 191, San Diego 92112.

King Features Syndicate Inc.



SUN-TIMES/Rich Hen

Warren Young holds a new poster that shows the areas of the human body that drugs can fatally strike.

Anti-drug poster makes graphic point

By K. O. Dawes

Boys' Life, the official magazine of Boy Scouting, has published its first centerfold—not the girlie kind, but graphic nonetheless.

The three-page, full-color pullout poster is an anatomically explicit diagram of the damage that drugs can do to the human body—whether in the brain, blood vessels, heart, liver or sex organs.

The Boy Scouts of America committed \$1 million to the anti-drug campaign it hopes will have a major impact on every family in America, said J. Warren Young, publisher of Boys' Life.

So far, more than 8 million 16-page brochures containing the centerfold have been distributed to 4 million Scouts and 1.5 million Scout leaders, other youth groups and magazine subscribers.

Titled "Drugs: a Deadly Game," the brochures feature young athletes and entertainers saying "no to drugs." They also have a five-page comic strip about peer pressure on a child to use drugs and a related nightmare to illustrate the "Say No" message to younger children.

They were part of the

SAY NO!

TO DRUGS

Chicago Sun-Times / WLS-TV ©

March mailing of Boys' Life and Exploring, another Scout publication. Although they feature a girl skier and show a supportive mother in the comic strip, they primarily are aimed at males.

The star attraction is the poster-size body chart, said Young.

"Kids are really interested in processes and are fascinated by seeing what can happen" as a result of drugs, he said.

The body chart deals with the effects of marijuana, alcohol, tobacco, cocaine and amphetamines, as well as inhaling fumes from gasoline and other fluids.

"We're helping the kids know why they must say 'no' to drugs," he said.

A teacher's guide and a videocassette also are available. The material has been free to Scouts but is available for a fee to others from Drug Task Force S200, Boy Scouts of America, 1325 Walnut Hill Ln., Irving, Texas 75034-3096.

Dont' Miss It!! Come and Join in this Big Event and say "NO" to Drugs



DRUGS: DEADLY A Dangerous Game RALLY

Tuesday, April 21 - 7 p.m.

PROGRAM HIGHLIGHTS

Guest Appearances by:



**GOVERNOR
CECIL ANDRUS**

will be in attendance to lend his support to the important "Rally Against Drugs." He urges the youth to stand and warn that taking drugs is not just dangerous—it's deadly.



JASON BUCK

was a BYU defensive tackle and was awarded the trophy as the outstanding College Lineman for 1986. Jason is a graduate of South Fremont High School and Ricks College. He is a nationally known athlete and is speaking out against drugs.



JENNIFER HOVEY

is Miss Idaho and Miss Idaho's 1986 representative to the Miss America Pageant. She will be on hand to give tips on etiquette. She is a talented and personable young woman and she says she believes it is so important to say "NO" to drugs.



VICKI HOFFMAN

Miss Idaho U.S.A. is a 1984 graduate of South Fremont High School. She represented Idaho at the Miss U.S.A. Pageant and is a national "Miss Teen" finalist. In commenting about drugs, Vicki says, "If more and more kids go together, it is easier to say 'NO' to drugs."

MAURICE ELLSWORTH

was appointed United State Attorney for Idaho by President Reagan in July 1985. He is still active in enforcement of the law and is outspoken on the subject of drug abuse prevention and education.

PHIL MOON

is "One a Minute Machine's not Rocker" Fame Thrower D.J. He is a graduate of South Fremont High School. He was just awarded the 1986 Idaho Broadcasters Association Award.

General Rally Chairman — Dane Watkins

Rally Program Produced by — Dennis Stoddard and Rex Johns

Bonneville High School Gymnasium
3165 E. Iona Road, Idaho Falls

ADMISSION FREE

The General Public is invited in addition to the following:

- Cub Scout Packs
- Boy Scout Troops
- Varsity Scout Teams
- Explorer Posts
- Girls of Corresponding ages and leaders
- School Groups
- Community Organizations and Leaders

THIS WILL BE THE LARGEST DRUG AWARENESS RALLY EVER HELD IN THE STATE OF IDAHO

The "Drugs-A Deadly Game" Rally has been organized by the Teton Peaks Council, Boy Scouts of America, with assistance and cooperation by the United Way of Idaho Falls and Bonneville County, Just Say No, Inc., High On Life - Not Drugs and Alcohol, Be Smart - Don't Start and other supporting groups.

Here is a list of the other outstanding entertainment features for Tuesday evening:

- * A full Court of Beauty Queens will perform a "Kisses for Commitment" Ceremony
- * Marine Corps Dressage Unit
- * Cheerleading Competition
- * Slam Dunk Against Drugs featuring Steve Hayes, Utah Jazz, Clint Bean and Kenny Anderson from Ricks College; Don Holston and Rodney Harris, ISU.
- * Inter-School Band with over 100 members
- * Safety Kids

FREE SOFT DRINKS

Come early and linger afterwards to have a free soft drink courtesy of

Coors-Cola Bottling Company of Idaho Falls

CANDY KISSES

will be provided courtesy of

Farr Candy Company

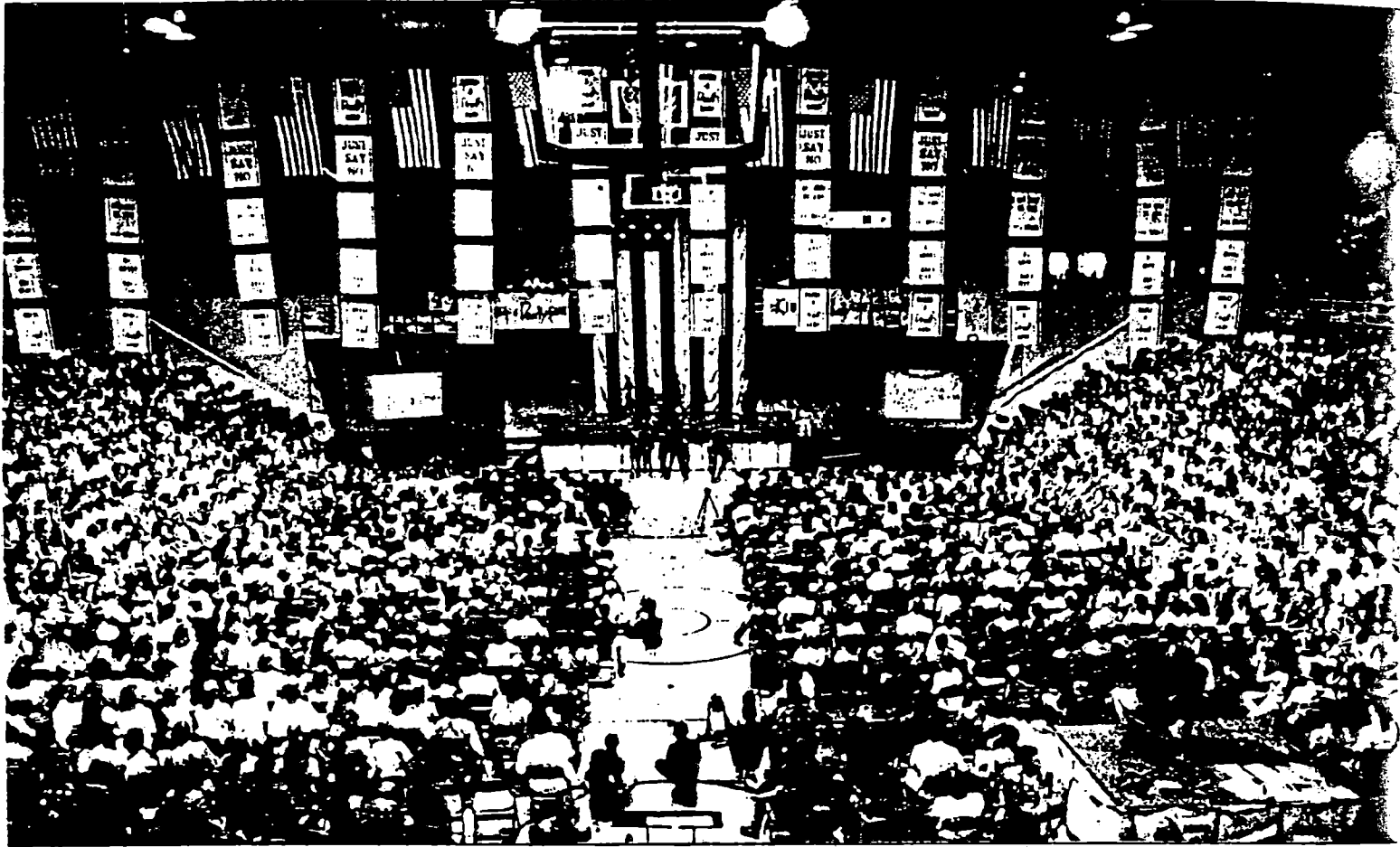
This Important Message is brought to you by the following firms....

DOUG ANDRUS DISTRIBUTING, INC.	BILL'S CYCLE SHOP	AMERICAN HERITAGE REALTORS	DEVELOPMENT WORKSHOP	NATIONAL CAR RENTAL	INTERSTATE COLLECTIONS
ELECTRIC MOTOR SERVICE COMPANY	INTERMOUNTAIN BUILDERS	GROVER JEWELERS	SUNRISE CARPET & UPHOLSTERY CLEANING	DENT VOLKSWAGEN	NAEGLE REALTY
ROSSITER ELECTRIC MOTORS	ALPINE SCHWINN CYCLERY	CEDRIC'S RESTAURANT	U-HAUL CENTER OF IDAHO FALLS	HART PONTIAC	REED'S DAIRY
ELECTRICAL EQUIPMENT COMPANY, INC.	HOLMES 66 SERVICE	LABARONS RESTAURANT	VIDEO TO GO	IMPERIAL MOTORS, INC.	WRANGLER ROAST BEEF
HK CONTRACTORS	LES SCHWAB TIRES	ZALES JEWELERS	UPPER VALLEY TELECABLE	BROADWAY FORD	FOOT LOCKER
ELLIOTT INDUSTRIAL COMPANY	CHAFFIN OLDSMOBILE, INC.	LEES JEWELERS	SHELLEY CABINETS	MAGIC CARPET TRAVEL	SOFTWARE GALLERIA
MONROC, INC.	BUDGET AUTO	WATKINS ENTERPRISES	BOOKSHELVE BINDERY & PRESS	TAM'S FAMILY DRIVE IN	ALL AMERICAN SPORTS
MASON'S	B.A. WACKERLI	DECKER'S JANITORIAL & PAINTING	DICK'S SALES & SERVICE	WESTBANK QUALITY INN	CHESBRO
ROSS' COINS	ELDON HALFORD HOUSE OF COLOR	TRI-CLEAN JANITORIAL SERVICES	SAMON'S OF IDAHO FALLS	WICK'S CUSTOM CAR STEREO	MIKES MUSIC
HAMPTON COAL	THE POST-REGISTER	THE MILL & FIRST STREET GRILL	RYAN'S PRECISION CABINET & MILLWORK	PHASE 4 STEREO	SHERWOOD ATHLETIC
UNITED AGENCIES, INC.	BILL'S BIKE SHOP	SCOTT'S DRIVE IN	VIDEO SHOPPE	FRED & WAYNES CAR CARE CENTER	TAYLOR CHEVROLET
THE REAL ESTATE CENTER	JOHNNY APPELSEED	FARRS JEWELRY	CHADS RENTALS	BIG O TIRES	ERICKSON PONTIAC & GMC
POWER SPORTS	MAX NADAULD TIRE STORE	JAKE'S RESTAURANT	GLOBAL TRAVEL	CARL GRAY TIRES	STONES TOWN & COUNTRY MOTORS
BURGER KING	MAMA'S PIZZA	CROWN LABEL COMPANY	RED BARON AVIATION	BRADY'S	AMERICAN CARRIAGE CO.
WELENCO WOOD STORE EXPERTS OF I.F.	ARCTIC CIRCLE	UPPER VALLEY CABINET COMPANY	PRECISION PRODUCTS	SUNSET YAMAHA	GROVER'S ALL WHEELS
NORTH HI-WAY CAFE	ME-N-EDS PIZZA	COUNTRY STORE BOUTIQUE	MODEL CLEANERS	FORD JOHNSON OIL	HOUSE OF HARDTOPS
HOTSY CLEANING SYSTEMS	CHOICES PIZZA	BUSHIDO-KAI	ROCKY MOUNTAIN STEAMWAY	PAPA TOMS PIZZA	THE PARTS PLACE
WESTERN WHOLESALE	VOIGT DAVIS REALTORS	MOUNTAIN RIVER REALTY	PRO BRAKE	SKYLINE LANES-EUROTAN	LORDS AUTO SUPPLY
	JOHNSON BROTHERS DISTRIBUTING	CANNON'S INTERIOR GANGPLANK	CHARLIE'S SALVAGE & TOWING	MICASA	FALLS PAINT & GLASS
	HADDON'S FENCING			SOLITUDE SPORTS	THE YOGURT COMPANY
				TACO BANDIDO	ELLSWORTH DODGE/BMW
					SMITH CHEVROLET

The Post Register

April 22, 1987

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Saying no to drugs

A CROWD PACKS the Bonneville High School gymnasium Tuesday night for a "Drugs — A Deadly Game" rally. Organizers estimated 8,000 attended the event sponsored by the Teton Peaks Council of the

Boy Scouts to build anti-drug sentiment among youths. The gym's normal capacity is 5,000. Story and more photos, Page A-2. (Post-Register/Monte LaOrange)



Gov. Cecil Andrus receives candy kiss from Miss Idaho Jennifer Hovey.



Cub Scout Weston Marshall heeds anti-drug messages. (Post-Register/Monte LaOrange)

Scouts' anti-drug rally draws overflow crowd

By DAVE FIELDS

Post-Register staff writer

An Idaho Falls anti-drug rally advertised as the largest ever held in Idaho pulled in several thousand more participants than expected Tuesday night.

The "Drugs — A Deadly Game" rally at Bonneville High School attracted a crowd ranging in estimates from 6,500-8,000 people. The overflow crowd filled the school's gymnasium, where for 1½-hours they listened to testimonials from dignitaries and athletes, watched a "slam dunk against drugs" competition, and participated in anti-drug cheers.

The purpose of the rally was to convince youths to say "no" to drugs, and rally chairman Dane Watkins said that the event was the impetus needed to get "everybody together" against drug abuse.

"I think that this is going to have a positive influence in the Upper Snake River Valley," he said.

The rally was so successful that organizers may consider making it an annual event, he said.

It was initiated and organized by the Boy Scouts of America's Teton Peaks Council in cooperation with other drug awareness groups. It was part of a national BSA drug awareness program.

The varied, quick-paced program mixed live and taped anti-drug testimonials from dignitaries and celebrities with anti-drug cheers led area cheerleaders.

Dignitaries included Gov. Cecil Andrus, U.S. Attorney Maurice Ellsworth, Brigham Young University football standout Jason Buck, former professional basketball player Steve Hayes, Miss Idaho Jennifer Hovey and Miss Idaho-USA Vicki Hoffman.

Andrus, who called the nation's drug problem a plague, said that he flew in from Boise to lend his support to the rally's efforts.

An estimated 40 percent of those arrested in Idaho have used drugs or alcohol, he said. Meanwhile, 40 percent of all automobile accidents involving drugs or alcohol were caused by drivers between the ages of 16 and 24. Of all the inmates at

'The message is clear, drugs lead to crime, crime leads to prison and, in too many instances, drugs lead to injury and death.'

— Gov. Cecil Andrus

Idaho's state penitentiary, 85 percent have used drugs.

"The message is clear, drugs lead to crime, crime leads to prison and, in too many instances, drugs lead to injury and death," he said.

The loudest cheers from the audience were for Buck, a South Fremont High School and Ricks College product. The BYU senior was selected this year as the top lineman in the country, receiving the prestigious Outland Trophy.

Athletes have a "great opportunity" to be role models for the rest of the country, he said. Unfortunately, many have spurned the chance by resorting to drugs, he said.

The deaths of professional football player Don Rogers and college basketball player Len Bias should have underlined to others the dangers of drug abuse, but there are still many that have not listened, Buck said.

"You don't need it," he said. "I am very fortunate to be recognized as the best lineman in the country this year and I achieved this by never using drugs."

He challenged eastern Idaho youth to develop peer pressure against drug abuse and to set an example for others.

"You can make it a cool thing by not using drugs," he said. "Do it."

The multi-media rally included taped testimonials against drugs by Ronald Reagan, television personalities, and a U.S. Olympic hopeful. The Safety Kids, a group of local youths, performed two anti-drug songs.



Football star Jason Buck speaks out against drugs.

The mostly teen-aged audience participated eagerly in anti-drug cheers and listened respectfully to comments by the dignitaries.

"This will make them think about (drugs) before they make a decision," said Mark Avery, 15, a Bonneville High School student.

"I wasn't interested (in drugs) before, but I know now that I will never touch the stuff," said Merrill Morrison, 18, a Twin Falls student. It put across a good point, I feel."

The youths were encouraged to spread the word about the dangers of

drugs to friends and acquaintances who did not attend the rally.

"I think this will really help a lot of people who are kind of intermediate, kids who are in between saying 'yes' and 'no,'" said Jeff Herring, 16, an Idaho Falls High School student.

The turnout was so large that many were turned away at the door, Watkins said. A commons area at the high school used for overflow and equipped with closed-circuit television coverage of the rally was filled to capacity, he said.

Watkins estimated the audience at

8,000. Gary Higley, Bonneville High School principal, said that the gymnasium had a capacity of about 5,000 people. Another 1,500 occupied the adjacent commons area, he said.

People came from 12 counties from as far away as Salmon, and Jackson, Wyo.

Follow-up drug awareness meetings will be held among Teton Peaks Council units. Harold Hillam, council president, said that other groups were invited to use the multi-media drug information available through the BSA.

Scouts tell drugs: "Take a hike!"

Scouting is helping young people fight drugs and come away a clean winner.

Drugs. Not even Scouts who are trustworthy, loyal and brave can avoid confronting them.

The Boy Scouts of America are taking bold steps to ensure that young people come away from the encounter a clean winner. The program is called "Drugs: A Deadly Game," and its no-nonsense message fits the seriousness of the drug and substance abuse problem nationally and in Kansas City.

The comprehensive program, which was launched in 1987, earned Scouting the President's Citation for Private Sector Initiatives in 1988.

Comprehensive? The "Deadly Game" program utilizes a booklet of testimonials from young role models; a teacher's guide; another booklet for parents and Scout leaders alerting them to the signs of substance abuse and identifying sources of help; a video on the toll of drug and alcohol abuse on the body; and a poster like the one shown here explaining the long- and short-term effects of drugs and alcohol.

Recently a rock song was added to the arsenal. It has received considerable air time on stations across the nation, according to Ted Accas, Texas-based director of marketing for the Boy Scouts of America.

Even the venerable Boy Scout Handbook has been enlisted in the campaign: In its current printing it includes a strong anti-drug message.



THE K.C. PLAN

The "Deadly Game" program is up to speed and gaining momentum in the Scouts' Heart of America Council here in Kansas City.

"More and more, we are presenting the information and making materials available to outside groups — church groups, youth groups, school health classes, law enforcement agencies and, just the other day, a local union," noted Jero B. Ratcliffe, Scout Executive for the Heart of America Council.

He said the "Deadly Game" campaign springs from Scouting's larger goal of combating the so-called "Five Unacceptables" drug abuse, child abuse, illiteracy, unemployment and hunger.

Ratcliffe offered figures on local Scouting membership that indicate the impact Scouting programs such as the "Deadly Game" could have. "About 22 percent of all youth available from Cub age on are involved in Scouting," he said. "That's 35,000 youth, boys age six to 18 and girls age 14 to 20," he said.

The response from local leaders has been uniformly positive, according to Ratcliffe. More important is the response from the Scouts themselves. "It has the attention not only of the young Scouts," he said, "but also of the older Scouts who are aware of the impact of making their own decisions."

Order your poster and kit:

Order your poster and kit from: Boy Scouts of America, 1812 Walnut Hill Lane, P.O. Box 11307, Overland Park, MO 66211. Call 816-425-1100 for more information.

DRUGS: A DEADLY DANGEROUS GAME!

There's only one way to "win" the dangerous and deadly game of drugs: DON'T PLAY.

This poster describes some of the short- and long-term damage that can be done when drugs are used in large quantities or over long periods of time.

The more you use and abuse drugs, the less chance you have of growing up healthy—in body and mind.

Marijuana

Grass, pot, weed. Common names for dried leaves from the *Cannabis sativa* plant.

FACT: Contains more than 400 chemicals, including a mind-altering substance called THC. Immediate effects: reduces short-term memory; alters sense of time, reduces concentration and coordination. May cause acute panic reaction and injuries to:

THE BRAIN
May cause permanent brain cell damage, particularly areas controlling memory and behavior. May cause acute fears and anxiety.

THE HEART
Increases heart rate by 50%. Lowers oxygen supply to heart muscle.

THE LUNGS
Contains more cancer-causing agents than tobacco, irritates lungs and damages the way they work. Makes smokers more susceptible to colds, pneumonia, and flu. May lead to chronic bronchitis, emphysema, and lung cancer.

THE SEX ORGANS
Temporary loss of fertility. Impairs normal sexual development. May be especially harmful during adolescence or pregnancy.

Tobacco Smoking & Chewing

The leaf from the tobacco plant dried and cured. Highly addictive. **FACT:** Contains the drug nicotine. Constricts blood vessels, impairs breathing, stimulates central nervous system. Causes injuries to:

THE HEART
Contributes to heart disease, attacks.

THE LUNGS
Can lead to incurable cancer. Also bronchitis and emphysema.

Cocaine

A white, crystalline powder extracted from the leaves of the coca plant. Highly addictive.

FACT: Immediate effects: loss of appetite, increased blood pressure, heart rate, breathing, and body temperature. Injuries:

THE BRAIN
Paranoia, aggressive behavior, hallucinations. Correlates possible permanent brain damage.

THE HEART
May cause heart irregularity, heart attack.

THE LUNGS
Respiratory (breathing) failure.

THE LIVER
Hepatitis from injecting cocaine with nonsterile needles.

THE NOSE
Ulcers in the mucous membrane.

Alcohol

FACT: Drinking and driving accidents are the number one killer of teenagers in the United States. Like cocaine or heroin, alcohol is a drug. It can alter moods, cause changes in the body, and become habit forming.

Alcohol is absorbed directly into the blood through the stomach and small intestine. Alcohol depresses the central nervous system, causing impaired judgment, decreased self-control, impaired coordination, slow reactions, slurred speech, and sometimes unconsciousness. It causes injuries to:

THE BRAIN
May cause permanent brain cell damage, loss of memory, confusion, hallucinations.

THE HEART
Contributes to high blood pressure, enlarged heart, heart failure.

THE LUNGS
Greater chance of infections.

THE LIVER
Severe swelling and hepatitis, cirrhosis.

THE SEX ORGANS
Impotence (ability to have sex).

THE STOMACH
Inflammation, ulcers.

THE PANCREAS & INTESTINES
Inflammation, diarrhea.

THE MUSCLES
Weakness and loss of tissue.

Amphetamines

Stimulants which affect the central nervous system. Also called "speed," "uppers," "pop pills," and other names. Short-term effects include restlessness, sleeplessness, irritability, nervousness. Can cause hallucinations, depression, anxiety, heightened fear that people are "out to get me." Violent and bizarre behavior. Injuries:

THE BRAIN
May cause permanent brain damage, speech and thought disturbances.

THE HEART
Rapid or irregular heartbeat. Heart disease or heart attack from injecting high doses.

THE BLOOD VESSELS
Serious and life-threatening infections — including AIDS — from injecting amphetamines with nonsterile equipment or contaminated solutions.

For more information about Scouting call the Heart of America Council, 816-942-9333. A Public Service Message from The Kansas City Star Co.

Copyright 1987 Boy Scouts of America, Irving, Texas. Reproduced from an insert in the March 1987 issue of "Boy's Life" — the magazine for 12 years.

2. The American people are slow to wrath, but when their wrath is once kindled it burns like a consuming flame.

THEODORE ROOSEVELT

First Annual Message to Congress, Dec. 3, 1901; *Messages and Papers*, p. 6643

3. We can have no "fifty-fifty" allegiance in this country. Either a man is an American and nothing else, or he is not an American at all. We are akin by blood and descent to most of the nations of Europe; but we are separate from all of them; we are a new and distinct nation, and we are bound always to give our whole-hearted and undivided loyalty to our own flag, and in any international crisis to treat each and every foreign nation purely according to its conduct in that crisis.

THEODORE ROOSEVELT

Sept 10, 1917; *Works*, XIX, 33

4. Like all Americans, I like big things: big prairies, big forests and mountains, big wheatfields, railroads . . . and everything else. But no people ever yet benefited by riches if their prosperity corrupted their virtue.

THEODORE ROOSEVELT

Speech at Dickinson, N.D., July 4, 1886; *Bad Lands*, p. 409

5. We have taken millions of foreigners into our civilization, but we have amalgamated them, and . . . we have made them all Americans. We have bred to a type.

WILLIAM HOWARD TAFT

6. A man who thinks of himself as belonging to a particular national group in America has not yet become an American.

WOODROW WILSON

Address in Philadelphia, Pa., May 10, 1915; *Messages and Papers (Shaw)*, I, 115

7. We [Americans] are the predestined mediators of mankind.

WOODROW WILSON

Speech at St. Paul, Minn., Sept. 9, 1919; *Public Papers*, VI, 82

8. American citizenship is a high estate. He who holds it is the peer of kings. It has been secured only by untold toil and effort. It will be maintained by no other method. . . . To attempt to turn it into a thing of ease and inaction would be only to debase it. To cease to struggle and toil and sacrifice for it is not only to cease to be worthy of it but is to start a retreat toward barbarism. . . . This is the stand that those must maintain who are worthy to be called Americans.

CALVIN COOLIDGE

Speech at Arlington National Cemetery, May 30, 1924; *Foundations*, p. 23

9. We believe that we can best serve our own country and most successfully discharge our obligations to humanity by continuing

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Bribery See Corruption 3

Brotherhood 1. I . . . make it my earnest prayer that God would . . . incline the hearts of the citizens . . . to entertain a brotherly affection and love for one another and for their fellow citizens of the United States at large.

GEORGE WASHINGTON

To the Governor, June 8, 1783; *Writings (Fitzpatrick)*, XXVI, 496

2. The rule of brotherhood remains as the indispensable prerequisite to success in the kind of national life for which we strive. Each man must work for himself, and unless he so works no outside help can avail him. . . . To be permanently effective, aid must always take the form of helping a man to help himself.

THEODORE ROOSEVELT

First Annual Message to Congress, Dec. 3, 1901; *Works (Mem. Ed.)*, XVII, 110

3. Hawaii cries insistently to a divided world that all our differences of race and origin are less than the grand and indestructible unity of our common brotherhood. The world should take time to listen with attentive ear to Hawaii.

DWIGHT D. EISENHOWER

Address at New Delhi, India, Dec. 10, 1959; *Public Papers . . . Eisenhower, 1959*, p. 831

See also Character 3, Charity 2, Democracy 14, Foreign Relations 15, Justice 14, Peace 46, 58, Politics 16, Responsibility 2, Union 19

Budget See Debts, Economy, Prosperity 15

Bureaucracy 1. I am accused of usurping power, when my whole life has been one continual battle against the tendency of bureaucracy or aristocracy—the concentration of power in the hands of the few. . . . I am for holding all possible power in the hands of the people permanently. . . .

ANDREW JOHNSON

Interview, Feb. 20, 1867; *Presidents and the Press*, p. 415

2. Bureaucracy is ever desirous of spreading its influence and its power. You cannot extend the mastery of the government over the daily working life of a people without at the same time making it the master of the people's souls and thoughts.

HERBERT HOOVER

1928; *New Day*, p. 162

Business 1. The business of the country is like the level of the ocean, from which all measurements are made of heights and depths.

JAMES A. GARFIELD

Speech to the House of Representatives, Jan. 7, 1870; *Lives*, p. 24

3. Partisanship should be kept out of the pulpit. . . . It makes saints of sinners and sinners of saints. The balance wheel of free institutions is free discussion. The pulpit allows no free discussion.

RUTHERFORD B. HAYES

Diary, Jan. 3, 1892; *Diary and Letters, V, 44*

See also Religion

Citizenship

1. Every citizen owes to the country a vigilant watch and close scrutiny of its public servants and a fair and reasonable estimate of their fidelity and usefulness. Thus is the people's will impressed upon the whole framework of our civil polity . . . and this is the price of our liberty and the inspiration of our faith in the Republic.

GROVER CLEVELAND

First Inaugural Address, Mar. 4, 1885

2. Cultivate the highest and best citizenship; for upon it rests the destiny of our government.

WILLIAM MCKINLEY

At G.A.R. Campfire, Buffalo, N.Y., Aug. 24, 1897; *Speeches and Addresses, p. 42*

✓ 3. The first requisite of a good citizen in this Republic of ours is that he shall be able and willing to pull his weight—that he shall not be a mere passenger, but shall do his share in the work that each generation of us finds ready to hand; and, furthermore, that in doing his work he shall show not only the capacity for sturdy self-help but also self-respecting regard for the rights of others.

THEODORE ROOSEVELT

To New York State Chamber of Commerce, Nov. 11, 1902; *Presidential Addresses, I, 200*

✓ 4. The good citizen is the man who, whatever his wealth or his poverty, strives manfully to do his duty to himself, to his family, to his neighbor, to the State; who is incapable of the baseness which manifests itself either in arrogance or in envy, but who while demanding justice for himself is no less scrupulous to do justice to others.

THEODORE ROOSEVELT

At Syracuse, N.Y., Sept. 7, 1903; *Ibid., II, 473*

5. Nothing is more important to America than citizenship; there is more assurance of our future in the individual character of our citizens than in any proposal I, and all the wise advisers I can gather, can ever put into effect in Washington.

WARREN G. HARDING

At Galion, Ohio, Aug. 27, 1920; *Speeches of Warren G. Harding, p. 81*

6. Patriotism means equipped forces and a prepared citizenry. Moral stamina means more energy and more productivity, on the farm and in the factory. Love of liberty means the guarding of

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See also Am

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Address

3. Friends, I am a thorough believer in the American test of character. He will not build high who does not build for himself.

BENJAMIN HARRISON

At Indianapolis, Ind., July 4, 1888; *Speeches*, p. 39

4. In acquiring knowledge there is one thing equally important, and that is character. Nothing in the . . . world is worth so much, will last so long, and serve its possessor so well as good character.

WILLIAM MCKINLEY

At Savannah, Ga., Dec. 18, 1898; *Speeches and Addresses*, p. 177

5. It is character that counts in a nation as in a man. It is a good thing to have a keen, fine intellectual development in a nation, to produce orators, artists, successful business men; but it is an infinitely greater thing to have those solid qualities which we group together under the name of character—sobriety, steadfastness, the sense of obligation toward one's neighbor and one's God, hard common sense, and, combined with it, the lift of generous enthusiasm toward whatever is right. These are the qualities which go to make up true national greatness.

THEODORE ROOSEVELT

Address at Galena, Ill., Apr. 27, 1900; *Works*, XIII, 437

6. A sound body is good; a sound mind is better; but a strong and clean character is better than either.

THEODORE ROOSEVELT

At Groton, Mass., May 24, 1904; *Presidential Addresses*, III, 14

7. No man can lead a public career really worth leading, no man can act with rugged independence in serious crises, nor strike at great abuses, nor afford to make powerful and unscrupulous foes, if he is himself vulnerable in his private character.

THEODORE ROOSEVELT

Autobiography, p. 84

8. Character is a by-product; it is produced in the great manufacture of daily duty.

WOODROW WILSON

Address at Arlington, Va., May 31, 1915; *Public Papers*, III, 337

9. The one continuing, unchanging and unchangeable thing is character. A business built with conscience as its architect and character as its cornerstone, is destined to stand foursquare and firm.

WARREN G. HARDING

10. Character is the only secure foundation of the State.

CALVIN COOLIDGE

Address in New York, N.Y., Feb. 12, 1924; *Messages and Papers*, p. 9378

11. Nation the moral fil our growing initiative in t of moral per

12. Charac

13. It is no heritage that it the spirit a

See also A vidualism, L War 1, 5, 15

Charity

1. I deem of his incom duty to see capable.

To Drs.

2. Charity love that un the giver, bu themselves.

Accepta

3. Better th spirit of cha frozen in the

See also Ber thropy, Relie ment, Wealth

Church

1. The loat

2. When or

32. If we, of this generation, are to assure greatness for our nation, survival for our freedoms and honor for ourselves, we must make provision in our land—and in all lands where men are free—for education of the first class on all levels.

LYNDON B. JOHNSON

Address to University of Texas Ex-Students Association, Apr. 1, 1959

33. Education is mankind's only hope. Education is the imperative of a universal and lasting peace. . . . Education is the key that unlocks progress in the struggle against hunger and want and injustice wherever they may exist on the earth. It is the path which now beckons us toward the planets and the stars. Above all else, it is the well-spring of freedom and peace.

LYNDON B. JOHNSON

Address at University of the Philippines, May 13, 1961; *Story*, p. 182-83

34. Education is not a problem. Education is an opportunity.

LYNDON B. JOHNSON

Address at William Jewell College, Nov. 9, 1961; *Ibid.*, p. 182

35. We have entered an age in which education is not just a luxury permitting some men an advantage over others. It has become a necessity without which a person is defenseless in this complex, industrialized society.

Levels of education which were once regarded with awe, have now become commonplace. And jobs which once could be filled by strength and native intelligence now call for a college degree. We have truly entered the Century of the Educated Man. . . .

If we deny a man access to the education to which he is entitled by capacity, we also deny him access to his rightful place in our economy. And, I might add, we also deny ourselves his productive skills.

LYNDON B. JOHNSON

At Tufts University commencement, June 9, 1963; *Vital Speeches*, August 15, 1963, p. 644

See also Arts (The) 1, Books, Colleges, Culture, Desegregation 2, Discipline 3, Discrimination 4, 6, Enlightenment, Government 71, 100, Ideals 8, Ignorance, Knowledge, Language 1, Libraries 3, 4, Military Matters 5, Morality 1, Negroes 1, 12, People (The) 8, 11, 13, Preparedness 8, Prosperity 7, Security 5, Suffrage 2, 3, Universities, Women 3

Effort 1. In this life we get nothing save by effort; far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the great twilight that knows neither victory nor defeat.

THEODORE ROOSEVELT

Address in Chicago, Ill., Apr. 10, 1899; *Works*, XIII, 320

2. The only way to success is by effort to attain it.

At Grotto

See also Achievements, Revolutions 8

Elections

1. Believing that the only way to success is by effort to attain it, I decided in my inflexible election to a state

Letter

2. You were not a business man like the men in politics, but you had the enthusiasm for

3. What is the secret for something

To a

4. If any industry were required in traditional life, I do not begin with "f

Second A

5. If you think it is a cult to be wo

Address

See also Ballot

Eloquence

1. Borrowed eloquence

See also Publ

2. The only life that is worth living is the life of effort, the life of effort to attain what is worth striving for.

THEODORE ROOSEVELT

At Groton, Mass., May 24, 1904; *Presidential Addresses*, III, 15

See also Achievement 2, 3, Action 1, Greatness 3, 4, 12, Life 6, Revolutions 8

Elections

1. Believing that the restoration of the civil service to the system established by Washington and followed by the early Presidents can be best accomplished by an Executive who is under no temptation to use the patronage of his office to promote his own reelection, I desire to perform what I regard as a duty in now stating my inflexible purpose, if elected, not to be a candidate for reelection to a second term.

RUTHERFORD B. HAYES

Letter Accepting Nomination for Presidency, July 8, 1876; *Letters and Messages*, p. 5

2. You were never more mistaken . . . than to suppose that business men carry elections. A large vote is brought out when all the men in politics are pleased and satisfied and set to work with enthusiasm for the ticket.

CHESTER A. ARTHUR

1878; *Arthur*, p. 211

3. What is the use of being elected or re-elected unless you stand for something?

GROVER CLEVELAND

To a political adviser, 1887; *Man and Statesman*, I, 271

4. If any intelligent and loyal company of American citizens were required to catalogue the essential human conditions of national life, I do not doubt that with absolute unanimity they would begin with "free and honest elections."

BENJAMIN HARRISON

Second Annual Message to Congress, Dec. 1, 1890; *Messages and Papers*, p. 5562

5. If you think too much about being re-elected, it is very difficult to be worth re-electing.

WOODROW WILSON

Address at Philadelphia, Pa., Oct. 25, 1913; *Public Papers*, III, 62

See also Ballots, Democracy 22, Peace 20, Suffrage, Voters

Eloquence

1. Borrowed eloquence, if it contains as good stuff, is as good as own eloquence.

JOHN ADAMS

To Benjamin Rush, Aug. 28, 1811; *Writings*, p. 163

See also Public Speaking 1, Speeches

4. The public have no idea of the constant accumulation of business requiring the President's attention. No President who performs his duty faithfully and conscientiously can have any leisure. If he entrusts the details and smaller matters to subordinates constant errors will occur. I prefer to supervise the whole operations of the Government myself rather than entrust the public business to subordinates, and this makes my duties very great.

JAMES K. POLK
Dec. 29, 1848; *Diary (Quaife), IV, 261*

5. I hold that while man exists it is his duty to improve not only his own condition, but to assist in ameliorating mankind. . . . I am for those means which will give the greatest good to the greatest number.

ABRAHAM LINCOLN
Address at Cincinnati, Ohio, Feb. 12, 1861; *Complete Works, VI, 120*

6. Toil and a hearty advocacy of the principles of free government have been my lot. . . . The duties have been mine, the consequences are God's.

ANDREW JOHNSON
Upon taking the Oath, Apr. 15, 1861; *Speeches, p. xlviii*

7. Duty determines destiny. Destiny which results from duty performed may bring anxiety and perils, but never failure and dishonor.

WILLIAM MCKINLEY
Speech in Chicago, Ill., Oct. 19, 1898; *Eloquence, II, 816*

8. The prime requisite is to arouse among our people . . . an understanding that the full performance of duty is not only right in itself but also the source of the profoundest satisfaction.

THEODORE ROOSEVELT
Outlook, Apr. 8, 1911; Works, XII, 192

9. Our whole duty, for the present, at any rate, is summed up in the motto: "America first."

WOODROW WILSON
Speech in New York, N.Y., Apr. 20, 1915; *Messages and Papers (Shaw), I, 109*

10. My fellow Americans, ask not what your country can do for you; ask what you can do for your country. My fellow citizens of the world, ask not what America will do for you, but what together we can do for the freedom of man.

JOHN F. KENNEDY
Inaugural Address, Jan. 20, 1961

See also Character 8, Citizenship 1, 3, 4, Debts 11, Friendship 5, Government 5, 31, Happiness 13, Homes 4, Laws 29, Liberty 30, Life 7, 8, Nations 8, Negroes 4, Patriotism 5, 7, Peace 33, 40,

Economic Matters

Political Par
Republics 1
Taxation 6,

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See also
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10. We must prove ourselves . . . friends, and champions upon terms of equality and honor. You can not be friends upon any other terms than upon the terms of equality. You can not be friends at all except upon the terms of honor.

WOODROW WILSON

Address in Philadelphia, Pa., Oct. 25, 1913; *Messages and Papers (Shaw)*, I, 35

11. There is only one thing that holds nations together, if you exclude force, and that is friendship and good will. . . . Our task . . . is to organize the friendship of the world, to see to it that all the moral forces that make for right and justice and liberty are united.

WOODROW WILSON

Speech in Rome, Italy, Jan. 3, 1919; *Public Papers*, V, 363

See also Appointments 3, Democracy 20, Foreign Relations 6, 36, 39, 55, 56, Gifts 6, Government 45, Loyalty 1, Opinion 5, Peace 28, Politics 3, Presidency (The) 4, 7, 27, 30, 49, 50, Society, Union 25

Frontiers

1. We stand today on the edge of a new frontier, a frontier of unknown opportunities and perils, a frontier of unfulfilled hopes and threats.

JOHN F. KENNEDY

Acceptance of Nomination for Presidency, Los Angeles, Cal., July 15, 1960; *Vital Speeches*, Aug. 1, 1960, p. 611

Future, The

1. For mere vengeance I would do nothing. This nation is too great for revenge. But for the security of the future I would do everything.

JAMES A. GARFIELD

Address in New York, N.Y., Apr. 15, 1865

2. If a man is wise, he will gladly do the thing that is next, when the time and the need come together, without asking what the future holds for him. Let the half-god play his part well and manfully, and then be content to draw aside when the god appears.

THEODORE ROOSEVELT

Autobiography, p. 91

3. Ours is a land filled with millions of happy homes, blessed with comfort and opportunity. I have no fear for the future of our country. It is bright with hope.

HERBERT HOOVER

Inaugural Address, Mar. 4, 1929

See also Civilization 8, Health 7, History 2, 18, Hope 2, Past (The) 2, 3, Politics 26, Progress 3, 9, Right 13, Space 1, Voters 5

Gag-Rule See Gifts 3

Germany See Europe, Negotiations

28. God gave us Lincoln and Liberty; let us fight for both.

ULYSSES S. GRANT

A toast, Feb. 22, 1863; *Speeches*, p. 7

29. Human liberty, the only true foundation of human government.

ULYSSES S. GRANT

To citizens of Memphis, Tenn., 1863; *Ibid.*, p. 7

30. It should not be forgotten . . . that liberty does not mean lawlessness. Liberty to make our own laws does not give us license to break them. Liberty to make our own laws commands a duty to observe them ourselves and enforce obedience among all others within their jurisdiction. Liberty, my fellow citizens, is responsibility, and responsibility is duty, and that duty is to preserve the exceptional liberty we enjoy within the law and for the law and by the law.

WILLIAM MCKINLEY

Address at Cleveland, Ohio, July 4, 1894; *Eloquence*, IX, 853

31. When liberty becomes license, some form of one-man power is not far distant.

THEODORE ROOSEVELT

1887; *Works*, VII, 322

32. Liberty is a means in the pursuit of happiness.

WILLIAM HOWARD TAFT

At Fresno, Cal., Oct. 10, 1909; *Presidential Addresses*, p. 337

33. Liberty cannot live apart from constitutional principle.

WOODROW WILSON

Political Science Quarterly, June, 1887; *Ideals*, p. 34

34. The ideals of liberty cannot be fixed from generation to generation; only its conception can be. The large image of what it is. Liberty fixed in unalterable law would be no liberty at all.

WOODROW WILSON

1908; *Constitutional Government*, p. 4

35. Liberty has never come from the government. Liberty has always come from the subjects of it. The history of liberty is a history of resistance. The history of liberty is a history of limitations of governmental power, not the increase of it.

WOODROW WILSON

Speech at New York Press Club, Sept. 9, 1912; *Crossroads*, p. 130

36. I would rather belong to a poor nation that was free than to a rich nation that had ceased to be in love with liberty. We shall not be poor if we love liberty.

WOODROW WILSON

Speech at Mobile, Ala., Oct. 27, 1913; *State Papers*, p. 36

of the government in private
e can achieve social reform.

THEODORE ROOSEVELT
1912

I am not a doctrinaire of the
ious mixture of paternalism
Government . . . is proper.

WILLIAM HOWARD TAFT
1909; *Presidential Addresses*,
I, 333

t of institutions of the Amer-
upon the public treasury for
Independence and ability of
saves our government from
termines our whole political

HERBERT HOOVER
ber, 1921; *Memoirs*, II, 45

preserve your *sang froid* im-
e patience, perseverance and

THOMAS JEFFERSON
, 1792; *Writings*, VIII, 316

of me . . . and I feel myself
the utmost. My chief puzzle
to be a virtue.

WOODROW WILSON
915; *Life and Letters*, V, 375

e that, if one will only exer-
ikely to be filled.

CALVIN COOLIDGE
Autobiography, p. 50

, Tolerance 5, Virtue 7

t be supported on patriotism
of interest, or some reward.

GEORGE WASHINGTON
78; *Writings (Fitzpatrick)*,
XI, 284

ssions and more acts of real

ANDREW JACKSON
eb. 22, 1824; *Life (Parton)*,
III, 41

3. The approbation I have received from the people everywhere on my return home on the close of my official life, has been a source of much gratification to me. I have been met at every point . . . with a hearty welcome and expressions of "well done thou faithful servant." This is truly the patriot's reward, the summit of my gratification, and will be my solace to the grave.

ANDREW JACKSON

To Martin Van Buren, Mar. 30, 1837; *Life (Bassett)*, p. 721

4. Blessed is the country whose defenders are patriots. . . . We cannot exalt patriotism too high; we cannot too much encourage love of country; for, my fellow-citizens, as long as patriotism exists in the hearts of the American people, so long will our matchless institutions be secure and permanent.

WILLIAM MCKINLEY

Speech at Syracuse, N.Y., Aug. 24, 1897; *Speeches and Ad-
dresses*, p. 37

✓ 5. Patriotism should be an integral part of our every feeling at all times, for it is merely another name for those qualities of soul which make a man in peace or in war, by day or by night, think of his duty to his fellows, and of his duty to the nation through which their and his loftiest aspirations must find their fitting expression.

THEODORE ROOSEVELT

1916; *Works*, XVIII, 201

✓ 6. The man who loves other countries as much as his own stands on a level with the man who loves other women as much as he loves his own wife.

THEODORE ROOSEVELT

Speech in New York, N.Y., Sept. 6, 1918; *Ibid.*, 551

7. We are a humor-loving people. We dislike shams. Our sense of the ridiculous is very keen, almost too keen, and in the mercantile and material spirit which has been rife, we are prone to make light of exhortations to patriotism, and the forms and symbols through which patriotism finds expression. I think we have gone too far in this direction. Patriotism is a real virtue, and the forms and symbols which suggest it, and by which we recognize its existence and our respect for it, are proper reminders of a serious duty, and keep us in touch with it as an elevating motive.

WILLIAM HOWARD TAFT

Speech in New York, N.Y., May 30, 1908; *Problems*, p. 63

8. Patriotism is a principle, not a mere sentiment. No man can be a true patriot who does not feel himself shot through and through with a deep ardor for what his country stands for, what its existence means, what its purpose is declared to be in its history and in its policy.

WOODROW WILSON

Remarks at unveiling of Commodore Perry statue, May 16,
1914; *Public Papers*, III, 108

berty 44, Monopolies 4,

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ning of China to the com-
no section more than the

CHESTER A. ARTHUR
Papers and Papers, p. 4704

to the community of na-
of a just and lasting peace
which seeks to promote
able world trade, is thus
States.

DWIGHT D. EISENHOWER
*Public Papers . . . Eisen-
hower*, 1957, p. 142

THOMAS JEFFERSON
97; *Writings*, VIII, 319

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ese I wish to consign my

THOMAS JEFFERSON
; *Correspondence*, p. 59

happy.
THOMAS JEFFERSON
10, 1787; *Works*, II, 241

friends can make laws?
between aliens than laws
ar, you can not fight al-
h sides and no gain on
questions, as to terms of

ABRAHAM LINCOLN
al Address, Mar. 4, 1861

s treaty obligations only
ount interests.

CHESTER A. ARTHUR
Papers and Papers, p. 4699

3. Open covenants of peace, openly arrived at.

WOODROW WILSON
Address to Congress, Jan. 8, 1918; *Messages and Papers*
(Shaw), p. 468

4. Treaties are too often scraps of paper; in our age the signal for two World Wars was the callous repudiation of pacts and pledged word. There must be a universal urge of decency.

DWIGHT D. EISENHOWER
Address at Columbia University, Mar. 23, 1950; *Peace*, p. 15
See also Secrecy 1, Slavery 29

- Trusts** 1. The trusts and combinations—the communism of self . . .

GROVER CLEVELAND
To Representative T. C. Catchings, Aug. 1, 1894; *Courage*,
p. 586

2. The great corporations which we have grown to speak of rather loosely as trusts are the creatures of the state, and the state not only has the right to control them, but it is in duty bound to control them whenever the need of such control is shown.

THEODORE ROOSEVELT
At Providence, R.I., Aug. 23, 1902; *Addresses and Presiden-
tial Messages*, p. 15

3. A trust does not bring efficiency to the aid of business; it *buys efficiency out of business*.

WOODROW WILSON
1912; *New Freedom* (Hale), p. 180
See also Monopolies

- Truth** 1. Truth will ultimately prevail where there is pains to bring it to light.

GEORGE WASHINGTON
To Charles M. Thruston, Aug. 10, 1794; *Writings* (Fitzpat-
rick), XXXIII, 465

2. There is not a truth existing which I fear, or would wish unknown to the whole world.

THOMAS JEFFERSON
To Henry Lee, May 15, 1826; *Works*, VII, 448

3. Truth is generally the best vindication against slander.

ABRAHAM LINCOLN
To Secretary of War Edwin Stanton, July 14, 1864; *Complete Works*, X, 158

4. I have faith in the people. . . . The danger is, in their being misled. Let them know the truth and the country is safe.

ABRAHAM LINCOLN
Ca. 1865; *War Years*, III, 223

2. As we maintain the vigil of peace, we must remember that justice is a vigil, too. . . . In this hour it is not our respective races which are at stake—it is our nation.

LYNDON B. JOHNSON

1963; *Life (magazine)*, Nov. 29, 1963

See also Foreign Relations 11, Liberty 16, 20, 24, Peace 87, 88, People (The) 2, Policy 2, Political Parties 4, 5

Virtue 1. Few men have virtue to withstand the highest bidder.

GEORGE WASHINGTON

To Robert Howe, Aug. 17, 1779; *Writings (Fitzpatrick)*, XVI, 116

2. Virtue is not always amiable. Integrity is sometimes ruined by prejudices and by passions. . . .

The wisdom of Solomon, the meekness of Moses, and the patience of Job, all united in one character, would not be sufficient to qualify a man to act in the situation in which I am at present (as minister plenipotentiary to France); and I have scarcely a spice of either of these virtues.

JOHN ADAMS

Diary, Feb. 9, 1779; *Works*, III, 188

3. Virtue is the master of all things. Therefore a nation that should never do wrong must necessarily govern the world.

JOHN ADAMS

Diary, Aug. 4, 1796; *Ibid.*, p. 423

4. Everything is useful which contributes to fix the principles and practices of virtue.

THOMAS JEFFERSON

To Robert Skipwith, Aug. 3, 1771; *Writings*, IV, 237

5. And if the Wise be the happy man . . . he must be virtuous, too, for, without virtue, happiness cannot be.

THOMAS JEFFERSON

To Amos J. Cook, Jan. 21, 1816; *Ibid.*, XIV, 405

6. My desire was to achieve results, and not merely to issue manifestoes of virtue. It is very easy to be efficient if the efficiency is based on unscrupulousness, and it is still easier to be virtuous if one is content with the purely negative virtue which consists in not doing anything wrong, but being wholly unable to accomplish anything positive for good.

THEODORE ROOSEVELT

Autobiography, p. 287

7. Patience, forbearance, faith and Christian tolerance. Those are rare virtues, too seldom found among the men who have the strength to rise to high places. They are the virtues that men need to seek and cultivate in these years of stress in the world.

it has been exercised three
origin of the government . . .
ives, is conservative. . . . If it
. I am willing to abide by it.

ANDREW JOHNSON

Aug. 2, 1848; *Speeches*, p. 2

to accompany the use of the
nce if such a course did not
tional duty and an assent to
is not willing to share the

GROVER CLEVELAND

Messages and Papers, p. 6114

. . . who did not exercise the
Adams, Jefferson, and the
nough to have friendly Con-
are other ways of killing a
d it is a great deal easier . . .
ors to prevent objectionable
they do pass and then veto

WILLIAM HOWARD TAFT

Virginia, January, 1915; *Presi-
dency*, p. 14

major bills than any other
of Grover Cleveland.

HARRY S. TRUMAN

1952; *Memoirs*, II, 479

invented for me the most in-
that ever the invention of
ceived.

JOHN ADAMS

1789; *Letters to Wife*, II,
133

ent is honorable and easy,

THOMAS JEFFERSON

, 1797; *Writings*, IX, 381

same price.

THOMAS JEFFERSON

War 1, 67, 74

portunity for honest busi-

DELANO ROOSEVELT

12, 1937; *Public Papers*,
VI, 300