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Series: Grant, Mary Kate, Files
Subseries: Subject File, 1988-1991

OA/ID Number: 13883
Folder ID Number: 13883-010

Folder Title:
Popular Mechanics, 5/89

Stack:	Row:	Section:	Shelf:	Position:
G	18	29	1	1

SPECIAL SECTION

Popular
Mechanics

THE AMERICAN ADVENTURE

MAY 1989

AM. ADVENTURE
PG. - SPEC. SEC. COVER

PROOF-3

ISSUE - MAY 89

HEARST/POPULAR MECHANICS

51571-21-1

DISCOVERING THE GREATNESS OF OUR NATION

- JOHN UPDIKE**
Our Monuments
- MICHAEL CRICHTON**
Our Spaceports
- GEORGE PLIMPTON**
Our Thrill Rides
- DAVID HALBERSTAM**
Our Automobiles
- WILLIAM HOFFER**
Our Craftsmanship
- RICK MEARS**
Our Highways
- TED WILLIAMS**
Our Fishing Spots
- CURT GOWDY**
Our Great Outdoors
- BOB VILA**
How We're Restoring
Our Heritage
- PLUS, A SPECIAL MESSAGE FROM
PRESIDENT GEORGE BUSH**



Photocopy-Preservation

MAY 1989 \$1.95

Popular Mechanic

SPECIAL DOUBLE ISSUE

THE AMERICAN ADVENTURE

RESTORING THE GREAT STEAM TRAINS

DISCOVERING THE GREATNESS OF OUR NATION

- JOHN UPDIKE: Our Monuments
- MICHAEL CRICHTON: Our Spaceports
- GEORGE PUMPTON: Our Thrill Rides
- DAVID HALBERSTAM: Our Automobiles
- WILLIAM HOFFER: Our Craftsmanship
- TRICK MEARS: Our Highways
- TED WILLIAMS: Our Fishing Spots
- CURT GOWDY: Our Great Outdoors
- BOB VILA: How We're Restoring Our Heritage

AND A SPECIAL MESSAGE FROM PRESIDENT GEORGE BUSH

How They're Rebuilding The Legendary Locomotives Of The Past

Places Where You Can Still Ride The Oldtime Railroads

CAR CARE GUIDE
RENEW YOUR CAR BUMPER-TO-BUMPER
Plus, Upgrade Your Car's Engine, Suspension, Appearance



TRANSFER SHEET
BUSH PRESIDENTIAL MATERIALS PROJECT

COLLECTION BUSH PRESIDENTIAL RECORDS

ACC. NO: 89-01

The following material was withdrawn from this segment of the collection and transferred to the _____ AUDIOVISUAL COLLECTION
_____ BOOK COLLECTION X _____ MUSEUM COLLECTION
OTHER (SPECIFY: _____)

DESCRIPTION:

JULY 1986 - "THE BUILDING OF AMERICA" - SPECIAL ISSUE OF POPULAR MECHANICS

SERIES <u>BUSH PRES. RECORDS</u> <u>OFFICE OF SPEECHWRITING - GRANT</u> <u>SUBJECT FILE</u>	BOX NO.
FILE FOLDER TITLE: <u>POPULAR MECHANICS [5/89] [GA-4423]</u>	
TRANSFERRED BY: <u>Sam McClure</u>	DATE OF TRANSFER: <u>6-18-96</u>
RECEIVED BY: <u>Amy Day</u>	DATE RECEIVED <u>6-18-96</u>

AMERICA OF BUILDING THE



Repuber
Mediamics



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The Building Of. America

*'We have rediscovered and reapplied a few basic truths
about what government can and cannot do.'*

BY RONALD REAGAN

Miss Liberty, the grand lady in New York Harbor, has borne witness to many great events during her first hundred years. She has welcomed millions of new Americans, and bid farewell to American servicemen and women who went abroad in wars of freedom and democracy. Indeed, she has been our sentinel, to mark progress on many fronts as we, a diverse people, have joined together to build America.

Under Liberty's gaze, fleets of commerce were transformed from wood and wind to steel and steam. Out from the corner of her eye, the world's most famous skyline grew, and the ports of New York and New Jersey became conduits for growth and prosperity for all of America.

In May 1927, she may have caught a glimpse of the Spirit of St. Louis before it departed Roosevelt Field for Paris. Today, she watches as jumbo jets make that

same trip out of Newark and Kennedy airports as a matter of routine.

One hundred years ago, when the Statue of Liberty was first dedicated, your neighborhood was either emerging from an American wilderness or turning from simple farming to other industries. In the 1880s, most of America's beauty lay in forests, waters and range lands, left much the way God had created them. A century later, "America the Beautiful" is a nation of communities that, while caring for our natural beauty and resources, has succeeded in building a society that is the most prosperous and technologically advanced ever known.

As I've traveled this great land, I've heard a clear and consistent message from the people of America: Americans want the building to continue. They expect and deserve a government that will allow that to happen.

In the past few years, we have begun to shed the failed notions that government can provide all the answers or guarantee true prosperity. We have rediscovered and reapplied a few basic truths about

what government can and cannot do.

Our government must provide equal justice under law and a sound economic policy; ensure our public health, safety and environmental quality; and, most importantly, guarantee our national security. The task of creating and building belongs to the working people of America. Often, the best thing that government can do to promote growth and prosperity is simply to get out of the way.

Less government, and a less costly government wherever it operates, allows our resources to be used more efficiently in private-sector initiatives. That ultimately translates into greater economic growth and more jobs.

Less regulation—less red tape—unfeters ingenuity and promotes the creation of more new enterprises. We've cut Federal paperwork for Americans—applications, reports and the like—by 350 million man-hours since 1981. That's the equivalent of every man, woman and child in Little Rock, Arkansas, working full time for a year filling out government forms. I think everyone, particularly the



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citizens of Little Rock, would agree that there are much better uses for one's time than filling out government forms.

Lower tax rates have meant higher incentives for work and investment. The experience of the past few years—millions of new jobs and new business incorporations at record rates—proves a simple truth: If you tax something, you get less of it. In the 1970s, repressive taxes on growth and earnings were retarding growth and productivity. Our lower tax rates have cleared the decks for more innovation and greater prosperity.

That all suggests that the best view of government is in the rear-view mirror as you're driving away from it. But there are times when government can play a direct and appropriate role in building for our nation's future. Opportunities arise that are simply too enormous for individuals or businesses alone to tackle. The best example is suggested in one word: space.

In the years before I was born, commentators declared the American frontier closed. Once Arizona and Oklahoma became states, they said, the heartland was

tamed. No more land grabs, no more gold rushes.

But Americans need frontiers; close one down and we open up another. We're doing that now. We are going to build a Space Station in the 1990s.

It will be the 20th-century equivalent of a frontier outpost on the fringe of the American wilderness, and a springboard to the development of new technologies and deeper exploration of space. The possibilities are as endless as space itself, and should keep us building for a long time to come.

SPACE WILL ALWAYS BE the final frontier. But frontiers still exist in our own communities—methods to obtain better, less costly housing, a cleaner environment, lower cost health care, more jobs.

Federal Enterprise Zones, if passed by Congress, will provide opportunities for new jobs and businesses where there are now only cityscapes of despair. Businesses using the Job Training Partnership Act

are training the jobless to work where there are real opportunities. And Federal block grants will continue to provide resources to local communities to tend to our human and environmental needs. The Federal government will play a role in attacking these frontiers, but private citizens and businesses in their own communities, working as partners with local governments, hold most of the best solutions. Yes, here too, in our communities, we will continue to build.

Fifty years ago, driving a car to an airport had become routine, but flying across the country remained an adventure. In the same way, the Space Station will become another one of mankind's can-do miracles, an invention that will in time become commonplace as it opens up even greater opportunities.

We must continue to build for our future and that of our children. What now exists only in our imagination will someday become a tool for greater prosperity.

I envy Miss Liberty for what she will be able to witness during her next hundred years.

PM

THE WHITE HOUSE
WASHINGTON

Date: 2/1/89

TO: *May Kate*
FROM: **JOHN S. GARDNER**
Special Assistant to the President
and Assistant Staff Secretary

- Information
- Action
- Let's Discuss

*Back to you - I had put this
on the copy of the article that went
to the President. J.*

Master

Document No. 008358 58

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/17/89 ACTION/CONCURRENCE/COMMENT DUE BY: c.o.b. 2/17/89

SUBJECT: PROPOSED PRESIDENTIAL MESSAGE: FOREWORD SECTION OF "POPULAR MECHANICS" MAGAZINE "THE AMERICAN ADVENTURE" ISSUE / MAY 1989

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE <i>no comm.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER ✓	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN ✓	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
BATES <i>no comm</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<i>Winsten</i> →	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD ✓	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Rogers</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Boskin ✓	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY ✓	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide your comments/recommendations directly to Chriss Winston (Room 122, x 2930) by c.o.b. TODAY, February 17, 1989, with an info copy to my office. Thank you.

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

1989 FEB 17 AM 11:30

((Grant))

February 17, 1989

9 a.m.

PROPOSED PRESIDENTIAL MESSAGE

FOREWORD SECTION OF "POPULAR MECHANICS" MAGAZINE

"THE AMERICAN ADVENTURE" ISSUE / MAY 1989

The American Adventure. Some call it the Invention of America -- the process by which we have evolved as a nation. It ^{is} ~~s~~ a story of human progress from the first pilgrims to reach our shores to the astronauts who reach for the stars. It is an unfinished story, because there is a New America in the making every day. Our job is to manage that change. It happens in steps, sometimes so small it's invisible to the naked eye, other times so big the whole world can see it. And though change cannot be avoided, it can be for the better. We are the ones -- each of us -- who must ensure that a changing America is a better America.

In October, I watched the space shuttle land at Edwards Air Force Base. ~~Let me tell you what it was like.~~ We ^{had} ~~d~~ been waiting out in the sun for about an hour -- and suddenly, just barely through some scattered clouds, you could see it. And ~~then~~ ^{there were} ~~there was the~~ ^{as it slowed from supersonic to subsonic sound.} ~~booms from breaking the sound barrier -- two quick booms that just went through you.~~ ~~And~~ ^{two quick} ~~when it landed,~~ you could see the dust it ~~was sending~~ ⁺ ~~up from the lake bed,~~ ~~and~~ ~~everyone~~ around me erupted

in applause. When the astronauts came out, they greeted me holding in their hands the American flag. They said they felt a bit wobbly, but you wouldn't have known it.

The return of the shuttle -- the return of America to space -- has been enormously moving for all of us. I was overwhelmed on the day of liftoff by the cheers and tears, by the excited schoolchildren jumping up and down.

President Reagan said we must lead in space if we are to continue to lead on earth. Space is where ~~the~~ great scientific and commercial breakthroughs of the future will be made, space is where we can achieve progress in making our country safer from attack, ~~space is~~ ^{also} where ~~the~~ medicines of the future will be made, ~~space is~~ ^{and} where some of our children may make their living.

It was on that day in October when I realized America will always be an unfinished nation, ~~reaching~~ ^{and} toward the future ~~and~~ toward the stars. The potential is always there, drawing from the talent and manpower the American people provide. This is what constitutes the American edge.

But how do we keep the edge, ~~and~~ stay competitive in the world? ^{We keep it} By keeping the economy rolling and keeping the job-creation machine in high gear, ~~By~~ keeping taxes down, encouraging capital investment and research and development, ~~reducing our reliance on~~ ^(possible) ~~foreign oil~~, and keeping big government off the backs of small

business. ^{and} By making economic opportunity a reality for all Americans.

True participation in the American Dream requires ^{100%} full commitment to ^{individual initiative} capitalism and, especially, to ^{ship} entrepreneurship. The health of the nation's economy relies on the competitiveness of our ~~small~~ ^{(large & small) → on} businesses, and the entrepreneurs who have built American business from the ground up. Our policies and priorities must support them, so that the nation remains competitive.

^{But,} When you get to the bottom line, after looking at the myriad of policies and regulations and studies, you'll find the best competitiveness policy we've got is improving education. The next generation's education is, in many ways, the key to this nation's success in the world marketplace.

^(Roper) Insert A

We cannot tolerate mediocrity. We've got to cut the drop-out rate, and make America a more literate nation. ^{Initiatives} Proposals such as rewarding merit schools and excellent teachers, ^{providing greater choice through} expanding ~~the use~~ of magnet schools, and instituting "alternative certification" are good ones. Creativity and a can-do approach will make all the difference in the world. Children often imitate what they see in us; ^{if} if we don't make education a top priority, how can it be one of theirs?

Our students should be encouraged to study science and math, because their ^{achievement} ~~interest~~ in these fields is vital to ^{their personal future and to} the growth of

the nation's
our future industries.

will be
Tomorrow's talented entrepreneurs, ~~are~~

many of

today's strong science and math students. The establishment of a National Science Scholars Program can foster a greater commitment to science and mathematics education. We've proposed scholarships and opportunities for hands-on experience in federal research laboratories for top high school students across the country. It's good for the students, and in the long run, it's even better for America.

~~And~~ to keep America growing, we must cut the federal deficit.

can
This year, we ~~hope to~~ bring the deficit down by ~~nearly~~ *more than* 40 percent. ~~We'll~~ *will* work hard with Congress to see that spending is controlled and that the budget process is made more sensible.

My Administration will

Reducing the deficit is important to me, but it's even more important to the generations to come. Perhaps they will look back at us, recognizing that we had the wisdom to know that a time of peace and economic growth is not a time to relax, but a time to push ahead. *It is* A time to plan for the future ~~to make sure~~ *to ensure that* our children's lives will be even better than ours.

I call these the first steps to building a better America.

We'll build a better nation, by working hard every step of the way. Before one can build, however, one has to envision the structure, imagine the framework, *and* dream the dream. "For a dreamer lives forever, and a toiler dies in a day."

Our nation was founded because a small band of visionaries dared to dream of democracy.

We opened the West because courageous pioneers risked ^{everything} all for the dream of a new home in a new land.

~~We've saved~~ thousands of lives ^{have been saved} because American scientists ^{have} dreamed of a world free from disease ^{and}

^{we have} ~~We've~~ crossed the frontiers of space because Americans have always dreamt big dreams.

The American Adventure goes to "the inner light in which freedom lives," to that ^{inherent} ~~inescapable~~ self-respect each of us finds when we work with our hands and minds, building a life for ourselves and our families. It's the power to do what we want with our lives and our futures, ^{it's the power} to be free.

The Invention of America is a rare formula, ~~indeed~~, ^{It is} One part hard work, one part fortitude, one part courage, ^{and} one part compassion. ^{But} ~~and~~ most important, ^{it is} ~~in~~ a vision and belief that each new day, each new tomorrow can be better than the last.

The Invention of America ^{is} a formula with no copyright. It is a vision we can share with the world. It is ^{the American} ~~an~~ Adventure ⁱⁿ which we call take pride.

COLLECTOR ISSUE

Popular
Mechanics

THE AMERICAN ADVENTURE

MAY 1989

DISCOVERING THE GREATNESS OF OUR NATION

JOHN UPDIKE

Our Monuments

MICHAEL CRICHTON

Our Spaceports

GEORGE PLUMPTON

Our Thrill Rides

DAVID HALDESTEAM

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RICK MEARS

Our Highways

TED WILLIAMS

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CURT GOWDY

Our Great Outdoors

BOB VILA

How We're Restoring

Our Heritage



THE WHITE HOUSE

WASHINGTON



February 17, 1989

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: PATRICIA MACK BRYAN *PMB*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Proposed Presidential Message: Foreword
Section of "Popular Mechanics" Magazine
"The American Adventure" Issue/May 1989

Pursuant to James W. Cicconi's staffing memorandum of February 17, 1989, Counsel's Office has reviewed the above-referenced proposed Presidential message. Counsel's Office has no legal objection to the contents of that message.

We do note, however, that longstanding White House policy generally precludes Presidential messages on behalf of commercial entities, including magazines such as "Popular Mechanics." The policy was employed to avoid an implied endorsement of one commercial entity which could boost its sales at the expense of another such entity as well as to avoid any potential for embarrassment to the President if the entity later proved to be controversial. Finally, this policy provided an evenhanded way to dispose of the myriad requests for messages, letters, etc. that commercial entities made. For these reasons, we recommend that the request to provide this message be denied, if it has not yet been accepted. We note, however, that exceptions to the general policy have occasionally been made; we defer to your judgment as to whether this case merits such an exception.

cc: James W. Cicconi

PROPOSED PRESIDENTIAL MESSAGE
ARTICLE FOR "POPULAR MECHANICS" MAGAZINE
"THE AMERICAN ADVENTURE" ISSUE / MAY 1989

The American Adventure. Some call it the Invention of America -- the process by which we have evolved as a nation. It is a story of human progress from the first pilgrims who reached our shores to the astronauts who are reaching for the stars. It is an unfinished story, because there is a New America in the making every day. Our job is to manage the change. It happens in steps, sometimes so small it's invisible to the naked eye, other times so big the whole world can see it. And though change cannot be avoided, it can be for the better. We are the ones -- each of us -- who must ensure that a changing America is a better America.

In October, I watched the space shuttle land at Edwards Air Force Base. We had been waiting out in the sun for about an hour -- and suddenly, just barely through some scattered clouds, you could see it. There were two quick booms as it slowed from supersonic to subsonic speed. When it landed, you could see the dust it sent up from the lake bed. Everyone around me erupted in applause. When the astronauts came out, they greeted me holding in their hands the American flag. They said they felt a bit wobbly, but you wouldn't have known it.

The return of the shuttle -- the return of America to space -- has been enormously moving for all of us. I was overwhelmed on the day of liftoff by the cheers and tears, by the excited schoolchildren jumping up and down.

President Reagan said we must lead in space if we are to continue to lead on earth. Space is where great scientific and commercial breakthroughs of the future will be made. Space is where we can achieve progress in making our country safer from ballistic missile attack. Space is also where medicines of the future will be made, and where some of our children may make their living.

It was on that day in October when I realized America will always be an unfinished nation, reaching toward the future and toward the stars. The potential is always there, drawing from the talent and manpower the American people provide. This is what constitutes the American edge.

But how do we keep the edge and stay competitive in the world? We keep it by keeping the economy rolling and keeping the job-creation machine in high gear; by keeping taxes down, encouraging capital investment and research and development, keeping big government off the backs of small business; and by making economic opportunity a reality for all Americans.

True participation in the American Dream requires a full commitment to individual initiative and, especially, to

entrepreneurship. The health of the nation's economy relies on the competitiveness of our businesses, large and small, and on the entrepreneurs who have built American business from the ground up. Our policies and priorities must support them, so that the nation remains competitive.

But, when you get to the bottom line, after looking at the myriad of policies and regulations and studies, you'll find the best competitiveness policy we've got is improving education. The next generation's education is, in many ways, the key to this nation's success in the world marketplace.

As I have said, I want to be the education President. I have proposed a series of education initiatives as a strategy for investing in people. This is a key part of our building a better America. We cannot tolerate mediocrity. We've got to cut the drop-out rate, and make America a more literate nation.

Initiatives such as rewarding merit schools and excellent teachers, providing greater choice through the use of magnet schools, and instituting "alternative certification" are good ones. Creativity and a can-do approach will make all the difference in the world. Children often imitate what they see in us. If we don't make education a top priority, how can it be one of theirs?

Our students should be encouraged to study science and math, because their achievement in these fields is vital to their

personal future and to the growth of many of the nation's future industries. Among today's strong science and math students are tomorrow's talented entrepreneurs. The establishment of a National Science Scholars Program can foster a greater commitment to science and mathematics education. We've proposed scholarships and opportunities for hands-on experience in federal research laboratories for top high school students across the country. It's good for the students, and in the long run, it's even better for America.

To keep America growing, we must cut the federal deficit. This year, we can bring the deficit down by more than 40 percent. My Administration will work hard with Congress to see that spending is controlled and that the budget process is made more sensible. Reducing the deficit is important to me, but it's even more important to the generations to come. Perhaps they will look back at us, recognizing that we had the wisdom to know that a time of peace and economic growth is not a time to relax, but a time to push ahead. It is time to plan for the future, to ensure that our children's lives will be even better than ours. I call these the first steps to building a better America.

We'll build a better nation, by working hard every step of the way. Before one can build, however, one has to envision the structure, imagine the framework, and dream the dream. "For a dreamer lives forever, and a toiler dies in a day."

Our nation was founded because a small band of visionaries dared to dream of democracy. We opened the West because courageous pioneers risked everything for the dream of a new home in a new land. Thousands of lives have been saved because American scientists have dreamed of a world free from disease and we have crossed the frontiers of space because Americans have always dreamt big dreams.

The American Adventure goes to "the inner light in which freedom lives," to that inherent self-respect each of us finds when we work with our hands and minds, building a life for ourselves and our families. It's the power to do what we want with our lives and our futures. It's the power to be free.

The Invention of America is a rare formula. It is one part hard work, one part fortitude, one part courage, and one part compassion. But most important, it is a vision and belief that each new day, each new tomorrow can be better than the last.

The Invention of America is a formula with no copyright. It is a vision we can share with the world. It is the American Adventure in which we can take pride.

February 17, 1989


MEMORANDUM FOR JIM CICCONI

FROM; DENISE SCHWARZ
OFFICE OF CABINET AFFAIRS

SUBJECT; PROPOSED PRESIDENTIAL MESSAGE; FOREWARD SECTION
OF "POPULAR MECHANICS" MAGAZINE "THE AMERICAN
ADVENTURE" ISSUE/MAY 1989
LOG #008358SS

We have reviewed the remarks and have no comments.

Attachment

cc:  Chriss Winston

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/17/89 ACTION/CONCURRENCE/COMMENT DUE BY: c.o.b. 2/17/89

SUBJECT: PROPOSED PRESIDENTIAL MESSAGE: FOREWORD SECTION OF "POPULAR MECHANICS" MAGAZINE "THE AMERICAN ADVENTURE" ISSUE / MAY 1989

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<i>Winski</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Rogers</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Boskin</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:
 Please provide your comments/recommendations directly to Chriss Winston (Room 122, x 2930) by c.o.b. TODAY, February 17, 1989, with an info copy to my office. Thank you.

RESPONSE:

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

1989 FEB 17 AM 11:30

((Grant))

February 17, 1989

9 a.m.

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But how do we keep the edge, stay competitive in the world? By keeping the economy rolling and keeping the job-creation machine in high gear. By keeping taxes down, encouraging capital investment and research and development, reducing our reliance on foreign oil, and keeping big government off the backs of small

business. By making economic opportunity a reality for all Americans.

True participation in the American Dream requires full commitment to capitalism and especially to entrepreneurship. The health of the nation's economy relies on the competitiveness of our small businesses, and the entrepreneurs who have built American business from the ground up. Our policies and priorities must support them, so that the nation remains competitive.

When you get to the bottom line, after looking at the myriad of policies and regulations and studies, you'll find the best competitiveness policy we've got is improving education. The next generation's education is in many ways the key to this nation's success in the world marketplace.

We cannot tolerate mediocrity. We've got to cut the drop-out rate, and make America a more literate nation. Proposals such as rewarding merit schools and excellent teachers, expanding the use of magnet schools, and instituting "alternative certification" are good ones. Creativity and a can-do approach will make all the difference in the world. Children often imitate what they see in us; if we don't make education a top priority, how can it be one of theirs?

Our students should be encouraged to study science and math, because their interest in these fields is vital to the growth of

our future industries. Tomorrow's talented entrepreneurs are today's strong science and math students. The establishment of a National Science Scholars Program can foster a greater commitment to science and mathematics education. We've proposed scholarships and opportunities for hands-on experience in federal research laboratories for top high school students across the country. It's good for the students, and in the long run, it's even better for America.

And to keep America growing, we must cut the federal deficit. This year, we hope to bring the deficit down by nearly 40 percent. We'll work hard with Congress to see that spending is controlled and that the budget process is made more sensible. Reducing the deficit is important to me, but it's even more important to the generations to come. Perhaps they will look back at us, recognizing that we had the wisdom to know that a time of peace and economic growth is not a time to relax, but a time to push ahead. A time to plan for the future, to make sure our children's lives will be even better than ours.

I call these the first steps to building a better America.

We'll build a better nation, by working hard every step of the way. Before one can build, however, one has to envision the structure, imagine the framework, dream the dream. "For a dreamer lives forever, and a toiler dies in a day."

Our nation was founded because a small band of visionaries dared to dream of democracy.

We opened the West because courageous pioneers risked all for the dream of a new home in a new land.

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We've crossed the frontiers of space because Americans have always dreamt big dreams.

The American Adventure goes to "the inner light in which freedom lives," to that inescapable self-respect each of us finds when we work with our hands and minds, building a life for ourselves and our families. It's the power to do what we want with our lives and our futures, to be free.

The Invention of America is a rare formula indeed. One part hard work, one part fortitude, one part courage, one part compassion and most important -- a vision and belief that each new day, each new tomorrow can be better than the last.

The Invention of America -- a formula with no copyright. It is a vision we can share with the world. It is an Adventure.

THE WHITE HOUSE

WASHINGTON

February 17, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: WILLIAM L. ROPER *WRP*

SUBJECT: Proposed Presidential Message: "Popular
Mechanics" Magazine

I have reviewed the proposed message for the "Popular Mechanics" magazine issue on "The American Adventure." It is well done, with a good, inspirational tone.

On pages 3 and 4, there is a long section that describes the President's education initiatives from the February 9 book. It would be worthwhile to be more explicit in citing these as Bush Administration proposals, and not assume that readers will get that point.

Accordingly, I would suggest that you add the following at the end of the second full paragraph on page 3:

Insert A.
" As I have ~~repeatedly~~ *proposed* said, I want to be the education President. I have ~~highlighted~~ a series of education initiatives as a strategy for investing in people. This is a key part of our building a better America."

If you have any questions, please let me know.

cc: James W. Cicconi

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/17/89 ACTION/CONCURRENCE/COMMENT DUE BY: c.o.b. 2/17/89

SUBJECT: PROPOSED PRESIDENTIAL MESSAGE: FOREWORD SECTION OF
"POPULAR MECHANICS" MAGAZINE "THE AMERICAN ADVENTURE"
ISSUE / MAY 1989

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<i>Winski</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Rogers</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Boskin</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide your comments/recommendations directly to Chriss Winston (Room 122, x 2930) by c.o.b. TODAY, February 17, 1989, with an info copy to my office. Thank you.

RESPONSE:

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

1989 FEB 17 AM 11:33

((Grant))

February 17, 1989

9 a.m.

PROPOSED PRESIDENTIAL MESSAGE

FOREWORD SECTION OF "POPULAR MECHANICS" MAGAZINE

"THE AMERICAN ADVENTURE" ISSUE / MAY 1989

The American Adventure. Some call it the Invention of America -- the process by which we have evolved as a nation. It's a story of human progress from the first pilgrims to reach our shores to the astronauts who reach for the stars. It is an unfinished story, because there is a New America in the making every day. Our job is to manage that change. It happens in steps, sometimes so small it's invisible to the naked eye, other times so big the whole world can see it. And though change cannot be avoided, it can be for the better. We are the ones -- each of us -- who must ensure that a changing America is a better America.

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in applause. When the astronauts came out, they greeted me holding in their hands the American flag. They said they felt a bit wobbly, but you wouldn't have known it.

The return of the shuttle -- the return of America to space -- has been enormously moving for all of us. I was overwhelmed on the day of liftoff by the cheers and tears, by the excited schoolchildren jumping up and down.

President Reagan said we must lead in space if we are to continue to lead on earth. Space is where the great scientific and commercial breakthroughs of the future will be made; space is where we can achieve progress in making our country safer from attack; space is where the medicines of the future will be made; space is where some of our children may make their living.

It was on that day in October when I realized America will always be an unfinished nation, reaching toward the future -- and toward the stars. The potential is always there, drawing from the talent and manpower the American people provide. This is what constitutes the American edge.

But how do we keep the edge, stay competitive in the world? By keeping the economy rolling and keeping the job-creation machine in high gear. By keeping taxes down, encouraging capital investment and research and development, reducing our reliance on foreign oil, and keeping big government off the backs of small

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COLLECTOR ISSUE

Popular
Mechanics

THE AMERICAN ADVENTURE

MAY 1989

DISCOVERING THE GREATNESS OF OUR NATION

JOHN UPSHIE

Our Monuments

MARCEL CRICHTON

Our Spaceports

GEORGE PLUMPTON

Our Thrill Rides

DAVID ...

Our Automobiles

WILLIAM ...

Our Craftsmanship

RICK ...

Our Highways

TED WILLIAMS

Our Fishing Spots

CURT ...

Our Great Outdoors

BOB ...

How We're Restoring

Our Heritage



WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/17/89 ACTION/CONCURRENCE/COMMENT DUE BY: c.o.b. 2/17/89

SUBJECT: PROPOSED PRESIDENTIAL MESSAGE: FOREWORD SECTION OF "POPULAR MECHANICS" MAGAZINE "THE AMERICAN ADVENTURE" ISSUE / MAY 1989

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<u>Winskin</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>Rogers</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>Boskin</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide your comments/recommendations directly to Chriss Winston (Room 122, x 2930) by c.o.b. TODAY, February 17, 1989, with an info copy to my office. Thank you.

RESPONSE:

This is written more like a speech than an article. Do not use so many "and's". Use no contractions. Make the paragraphs less choppy.

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

1989 FEB 17 AM 11:30

((Grant))

February 17, 1989

9 a.m.

PROPOSED PRESIDENTIAL MESSAGE

FOREWORD SECTION OF "POPULAR MECHANICS" MAGAZINE

"THE AMERICAN ADVENTURE" ISSUE / MAY 1989

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In October, I watched the space shuttle land at Edwards Air Force Base. Let me tell you what it was like. We'd been waiting out in the sun for about an hour -- and suddenly, just barely through some scattered clouds, you could see it. And then there ^{were} ~~was~~ the boom, from breaking the ~~sound barrier~~ -- two quick booms, ~~that just~~ ~~went through you.~~ And ~~when~~ it landed, you could see the dust it ~~was~~ ⁺ sending up from the lake bed, ~~and~~ everyone around me erupted

in applause. When the astronauts came out, they greeted me holding in their hands the American flag. They said they felt a bit wobbly, but you wouldn't have known it.

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✓
✓
✓
And to keep America growing, we must cut the federal deficit.

This year, we ^{can} hope to bring the deficit down by nearly 40 percent. ✓ ^{My Administration will} ~~We'll~~ work hard with Congress to see that spending is controlled and that the budget process is made more sensible. Reducing the deficit is important to me, but it's even more important to the generations to come. Perhaps they will look back at us, recognizing that we had the wisdom to know that a time of peace and economic growth is not a time to relax, but a time to push ahead. A time to plan for the future, to make sure our children's lives will be even better than ours.

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We have

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Popular
Mechanics

AMERICAN ADVENTURE

MAY 1989

DISCOVERING THE GREATNESS OF OUR NATION

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Our Highways

TED WILLIAMS

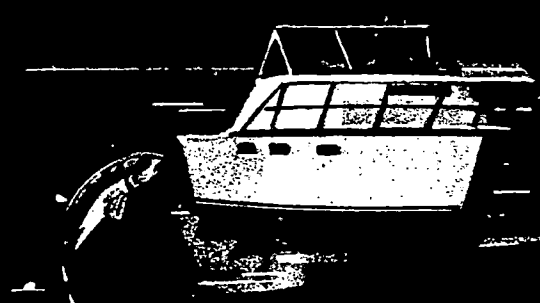
Our Fishing Spots

CURT GOWDY

Our Great Outdoors

BOB WILA

How We're Restoring
Our Heritage




PRIME-1 PRIME-2 PRIME-3

CS MAY

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/17/89 ACTION/CONCURRENCE/COMMENT DUE BY: c.o.b. 2/17/89

SUBJECT: PROPOSED PRESIDENTIAL MESSAGE: FOREWORD SECTION OF "POPULAR MECHANICS" MAGAZINE "THE AMERICAN ADVENTURE" ISSUE / MAY 1989

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN 	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<u>Winken</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>Rogers</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>Boskin</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide your comments/recommendations directly to Chriss Winston (Room 122, x 2930) by c.o.b. TODAY, February 17, 1989, with an info copy to my office. Thank you.

RESPONSE:

17:21:21 FEB 17 1989

RECEIVED IN ONB

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

COMMENTS:

General comment - should be tighter and
more substantive - reads
like a speech.

Holen
(15178)

1989 FEB 17 AM 11:30

((Grant))

February 17, 1989

9 a.m.

PROPOSED PRESIDENTIAL MESSAGE
FOREWORD SECTION OF "POPULAR MECHANICS" MAGAZINE
"THE AMERICAN ADVENTURE" ISSUE / MAY 1989

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R150
(X4657)
two quick

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Army
(X6/90)

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Holen
(X 5/198)

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Holen
(x 5178)

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~~our future industries. Tomorrow's talented entrepreneurs are today's strong science and math students.~~ The establishment of a National Science Scholars Program can foster a greater commitment to science and mathematics education. We've proposed scholarships and opportunities for hands-on experience in federal research laboratories for top high school students across the country. It's good for the students, and in the long run, it's even better for America.

Anderson
(x 4630)

Deficit
(with
unetaker)

And to keep America growing, we must cut the federal deficit. This year, we hope to bring the deficit down by ^{more than} ~~nearly~~ 40 percent. We'll work hard with Congress to see that spending is controlled and that the budget process is made more sensible. Reducing the deficit is important to me, but it's even more important to the generations to come. Perhaps they will look back at us, recognizing that we had the wisdom to know that a time of peace and economic growth is not a time to relax, but a time to push ahead. A time to plan for the future, to make sure our children's lives will be even better than ours.

'89 163.3

'90 91.1

Diff 72.2

Diff as a % of '89 44.2%

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*Hoken
(X 5178)*
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Our Monuments

MICHAEL CRICHTON

Our Spaceports

GEORGE PLIMPTON

Our Thrill Rides

DAVID HALE PRATT

Our Automobiles

WILLIAM DOTY

Our Craftsmanship

RICK MEARS

Our Highways

TED WILLIAMS

Our Fishing Spots

CURT DOWDY

Our Great Outdoors

BOB BAY

How We're Restoring
Our Heritage



PROOF 1 BOONE-2 PRIME-3

COLLECTOR ISSUE

Popular
Mechanics

THE AMERICAN ADVENTURE

MAY 1989

DISCOVERING THE GREATNESS OF OUR NATION

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PRNF-1 PRNF-2 PRNF-3

CS

MAY

THE WHITE HOUSE
WASHINGTON

Bates - Pop. Mech.
O.K.

9861

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/17/89 ACTION/CONCURRENCE/COMMENT DUE BY: c.o.b. 2/17/89

SUBJECT: PROPOSED PRESIDENTIAL MESSAGE: FOREWORD SECTION OF "POPULAR MECHANICS" MAGAZINE "THE AMERICAN ADVENTURE" ISSUE / MAY 1989

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE <i>no comm.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
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FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide your comments/recommendations directly to Chriss Winston (Room 122, x 2930) by c.o.b. TODAY, February 17, 1989, with an info copy to my office. Thank you.

RESPONSE:

*OK
JWH*

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

1989 FEB 17 AM 11:33

((Grant))

February 17, 1989

9 a.m.

PROPOSED PRESIDENTIAL MESSAGE

FOREWORD SECTION OF "POPULAR MECHANICS" MAGAZINE

"THE AMERICAN ADVENTURE" ISSUE / MAY 1989

The American Adventure. Some call it the Invention of America -- the process by which we have evolved as a nation. It's a story of human progress from the first pilgrims to reach our shores to the astronauts who reach for the stars. It is an unfinished story, because there is a New America in the making every day. Our job is to manage that change. It happens in steps, sometimes so small it's invisible to the naked eye, other times so big the whole world can see it. And though change cannot be avoided, it can be for the better. We are the ones -- each of us -- who must ensure that a changing America is a better America.

In October, I watched the space shuttle land at Edwards Air Force Base. Let me tell you what it was like. We'd been waiting out in the sun for about an hour -- and suddenly, just barely through some scattered clouds, you could see it. And then there was the boom from breaking the sound barrier -- two quick booms that just went through you. And when it landed, you could see the dust it was sending up from the lake bed, and everyone around me erupted

in applause. When the astronauts came out, they greeted me holding in their hands the American flag. They said they felt a bit wobbly, but you wouldn't have known it.

The return of the shuttle -- the return of America to space -- has been enormously moving for all of us. I was overwhelmed on the day of liftoff by the cheers and tears, by the excited schoolchildren jumping up and down.

President Reagan said we must lead in space if we are to continue to lead on earth. Space is where the great scientific and commercial breakthroughs of the future will be made; space is where we can achieve progress in making our country safer from attack; space is where the medicines of the future will be made; space is where some of our children may make their living.

It was on that day in October when I realized America will always be an unfinished nation, reaching toward the future -- and toward the stars. The potential is always there, drawing from the talent and manpower the American people provide. This is what constitutes the American edge.

But how do we keep the edge, stay competitive in the world? By keeping the economy rolling and keeping the job-creation machine in high gear. By keeping taxes down, encouraging capital investment and research and development, reducing our reliance on foreign oil, and keeping big government off the backs of small

business. By making economic opportunity a reality for all Americans.

True participation in the American Dream requires full commitment to capitalism and especially to entrepreneurship. The health of the nation's economy relies on the competitiveness of our small businesses, and the entrepreneurs who have built American business from the ground up. Our policies and priorities must support them, so that the nation remains competitive.

When you get to the bottom line, after looking at the myriad of policies and regulations and studies, you'll find the best competitiveness policy we've got is improving education. The next generation's education is in many ways the key to this nation's success in the world marketplace.

We cannot tolerate mediocrity. We've got to cut the drop-out rate, and make America a more literate nation. Proposals such as rewarding merit schools and excellent teachers, expanding the use of magnet schools, and instituting "alternative certification" are good ones. Creativity and a can-do approach will make all the difference in the world. Children often imitate what they see in us; if we don't make education a top priority, how can it be one of theirs?

Our students should be encouraged to study science and math, because their interest in these fields is vital to the growth of

our future industries. Tomorrow's talented entrepreneurs are today's strong science and math students. The establishment of a National Science Scholars Program can foster a greater commitment to science and mathematics education. We've proposed scholarships and opportunities for hands-on experience in federal research laboratories for top high school students across the country. It's good for the students, and in the long run, it's even better for America.

And to keep America growing, we must cut the federal deficit. This year, we hope to bring the deficit down by nearly 40 percent. We'll work hard with Congress to see that spending is controlled and that the budget process is made more sensible. Reducing the deficit is important to me, but it's even more important to the generations to come. Perhaps they will look back at us, recognizing that we had the wisdom to know that a time of peace and economic growth is not a time to relax, but a time to push ahead. A time to plan for the future, to make sure our children's lives will be even better than ours.

I call these the first steps to building a better America.

We'll build a better nation, by working hard every step of the way. Before one can build, however, one has to envision the structure, imagine the framework, dream the dream. "For a dreamer lives forever, and a toiler dies in a day."

Our nation was founded because a small band of visionaries dared to dream of democracy.

We opened the West because courageous pioneers risked all for the dream of a new home in a new land.

We've saved thousands of lives because American scientists dreamed of a world free from disease.

We've crossed the frontiers of space because Americans have always dreamt big dreams.

The American Adventure goes to "the inner light in which freedom lives," to that inescapable self-respect each of us finds when we work with our hands and minds, building a life for ourselves and our families. It's the power to do what we want with our lives and our futures, to be free.

The Invention of America is a rare formula indeed. One part hard work, one part fortitude, one part courage, one part compassion and most important -- a vision and belief that each new day, each new tomorrow can be better than the last.

The Invention of America -- a formula with no copyright. It is a vision we can share with the world. It is an Adventure.

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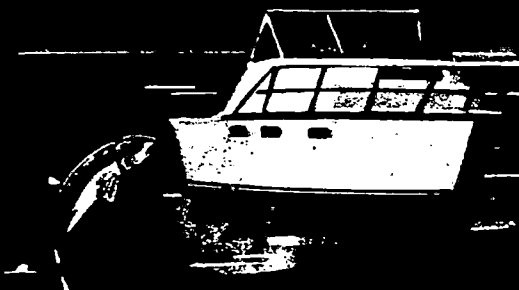
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BH, TAM, SB

Document No. 008358 58

WHITE HOUSE STAFFING MEMORANDUM



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RESPONSE:

OK with changes
T. G. Moore

Thomas G. Moore

James W. Cicconi
Assistant to the President
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Ext. 2702

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BOB VILA

How We're Restoring
Our Heritage



Timothy H. Cole
Science/Technology/Aerospace Editor

February 07, 1989

Ms. Kristen Taylor, Director
Office of Media Relations
The White House
Old Executive Office Building
Washington, D.C. 20501

Dear Kristen:

It was a pleasure speaking to you yesterday afternoon. I think a special forward from President Bush for our AMERICAN ADVENTURE issue will benefit our eight million monthly readers very much. It will also give the President an excellent opportunity to speak directly to a significant segment of the population.

Let me give you some background: As I mentioned the other day, President Reagan wrote the forward for POPULAR MECHANICS'S BUILDING OF AMERICA issue in 1986 (a copy is enclosed). President Reagan also wrote for POPULAR MECHANICS on the subject of America's future in space during his first term.

THE AMERICAN ADVENTURE--our May double issue--will take our readers on several exciting excursions across this country. John Updike is writing about the nation's monuments, which have chronicled our growing design and engineering skills. David Halberstam has prepared an excellent piece on our love affair with motoring. George Plimpton is analyzing the technology of roller coasters--and our fascination with thrill rides. Curt Gowdy--host of ABC's American Sportsman--is taking us to some of the smaller, less well-known national parks. In Spaceport America, science fiction author Michael Crichton, tours NASA's space launch and research facilities. Other authors include William Hoffer on American craftsmanship, Ted Williams on American fishing spots, Rick Mears on our favorite highways and Bob Vila on restoring our past at places like Williamsburg.

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In writing the forward for THE AMERICAN ADVENTURE, President Bush will be joining these fine authors, but he will also be making a significant contribution to the compelling themes they are writing about. It is a great opportunity for the President to clearly state some of his hopes for this country and some of his priorities for the future. It can serve as a platform for the President's upcoming agenda, or as a means to rally public support for some of the President's programs.

In short, we would like to give the President a free, unconstrained hand in using the pages of POPULAR MECHANICS to speak to the American People. I think the broad theme of THE AMERICAN ADVENTURE will permit the President to be upbeat and optimistic about what lies ahead while establishing some serious priorities, if that is what the President desires to do.

We need the President's photo as soon as possible. It would be great to have a picture that the White House approves of, rather than a stock shot, and we would also like to have a color photo of the Presidential seal.

The copy (let's say a thousand words) should be at our office sometime during the week of February 13.


I really hope this proposal is consistent with the President's objectives and that the timing is not too tight for you.

POPULAR MECHANICS is standing by to assist in whatever way possible. Please call me Monday if you have any questions.

Sincerely,

POPULAR MECHANICS

Timothy H. Cole
Science/Technology/Aerospace
Editor

A handwritten signature in dark ink, appearing to read 'Tim', with a long horizontal flourish extending to the right.

TC/ms

Enclosure

Page 3
February 07, 1989

P.S. You asked about the magazine's demographics: We have 1.7 million paid subscribers and newsstand buyers every month. Independent circulation auditors tell us eight million people read POPULAR MECHANICS monthly. Our typical reader is male, 40 years old and makes a little over \$40,000 a year.

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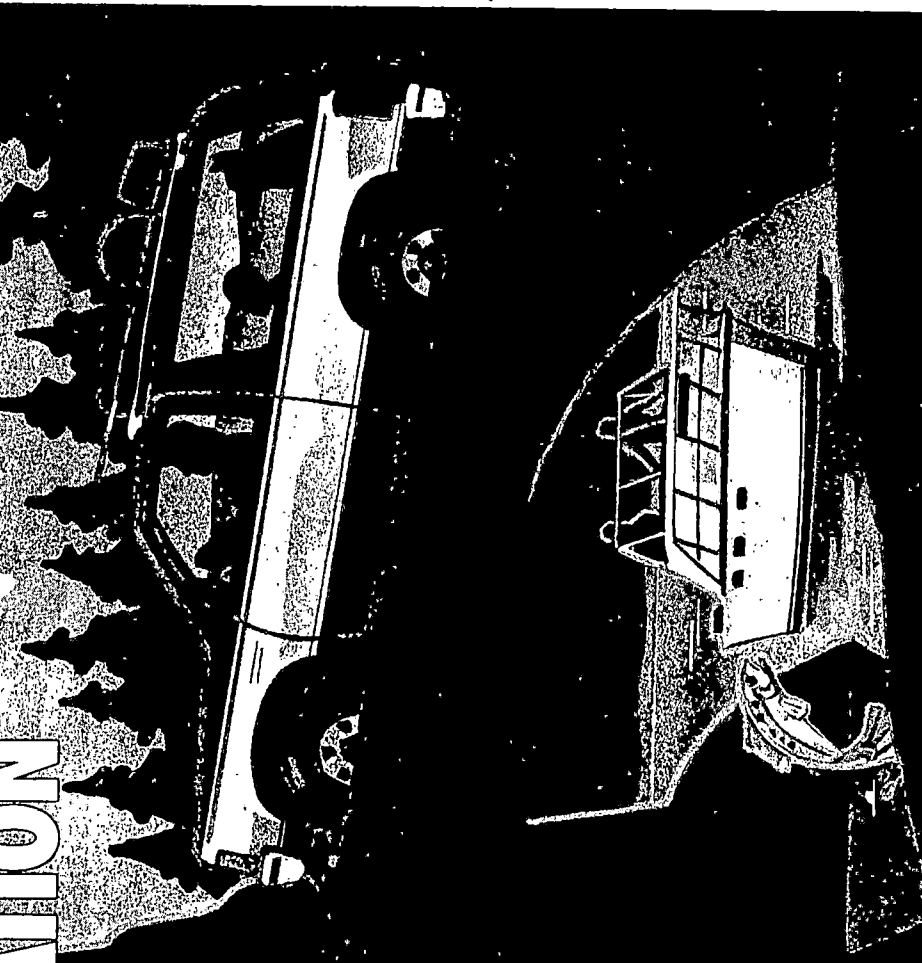
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Timothy H. Cole
Science/Technology/Aerospace Editor

February 04, 1989

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The White House
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2/8

THE WHITE HOUSE
WASHINGTON

TO: Chriss W.

FROM: OFFICE OF MEDIA RELATIONS

Kristin T. *KCT*

SUBJ: Project recommendation with Popular Mechanics

Popular Mechanics wants the President to write a special forward for their special "American Adventure" edition which will reach their 8 million readers (paid circulation is about 1.7 million).

I recommend we proceed; it's good, broad-based coverage, with a forward-looking topic (America!)

Could one of our writers draft, and my shop could work w/ WH photo office to provide some top-notch photos of GB?

What's the next step? Their deadline is the week of Feb. 13; we're talking 1,000 words. (Reagan has done this before)

We can go ahead but we'll have to really push. My Kate can draft.

CW

FEB 08 REC'D

Timothy H. Cole

Science/Technology/Aerospace Editor

(212) 649-3151

2/7/89

Dear Kristen:

Turns out this material was sent to you by regular mail. So rather than face any more delays, I'm re-sending it by Fedex, so you should receive it--barring further complications --Wed. February 8. I mention a deadline of sometime the week of Feb. 13 in my letter to you. Let's just call that sort of flexible and if the copy spills into the next week it won't kill us.

Priority: A high-quality photo of the president that you like. I have a color chrome of the presidential seal.

Best,

Tim Cole

OFFICE OF THE PRESIDENT-ELECT
WASHINGTON, D.C. 20270

M.K. file

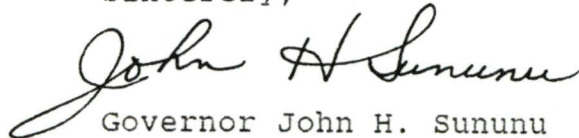
December 6, 1988

Dear Mr. Oldham:

Many thanks for your letter of November 29. We appreciate your kind invitation for the President-elect to write an article for the "American Adventure" issue of Popular Mechanics. The theme is very appealing, and we will keep your request in mind as we make plans for the months ahead.

Best wishes.

Sincerely,


Governor John H. Sununu

Mr. Joe Oldham
Editor-in-Chief
Popular Mechanics
224 West 57th Street
New York, NY 10019

cc: Dave Demarest

Popular Mechanics

224 WEST 57TH STREET, NEW YORK, NY 10019

Joe Oldham
Editor-in-Chief

212 649-3098

*CC - Democrat
Response
Thank you we will
hold for later consideration 01/16
etc etc*

November 29, 1988

Mr. John Sununu
Governor
1825 Connecticut Avenue, N.W.
Washington, D.C. 20270

NOV 30 1988

Dear Mr. Sununu:

I realize that this is an extremely busy time for you and the entire transition team, and of course, for President-elect Bush.

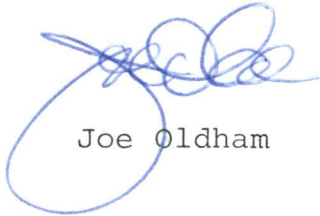
However, I would like to call your attention to the attached letter which I recently sent to Mr. Bush. As you can see, I am asking Mr. Bush to write an open letter to our eight million readers, in essence, urging them to enjoy the wonders that make America great.

I have enclosed the cover of the special section we will publish in May that will, hopefully, contain President Bush's letter.

President Reagan twice graced our pages with his writings during his administration. I hope we can continue our excellent relationship with The White House during President Bush's tenure.

Thank you for your consideration. I would be happy to meet with you personally, at your convenience, to provide further details about "The American Adventure" special section.

Sincerely,



Joe Oldham

Joe Oldham
Editor-in-Chief

212 649-3098

November 14, 1988

The Honorable George H. W. Bush
Office of the Vice President
The White House
Washington, D.C. 20501

Dear Mr. Bush:

Congratulations on your election day triumph. Obviously your simple themes of continued peace and a more reliable prosperity managed to drown out the usual campaign cacophony. You clearly struck the right chord with a majority of Americans. And for that I'm personally grateful. I was a Bush supporter way back during the early primaries of 1980.

You're no doubt getting a lot of requests for interviews at the moment, but I'd like to propose a forum for you that would result in an important and long-lasting connection with eight million people in the American heartland, a chance to deliver a personal statement that could possibly be a major step in forging the unity that you spoke about on election night. I'd like you to write an article for Popular Mechanics, following the tradition set by President Reagan, who has written for PM on two occasions in the last eight years.

By way of background: In July 1986 Popular Mechanics produced a special issue called The Building of America (enclosed). James Michener wrote about our diverse geographical character. Tom Wolfe covered our spirit of inventiveness. William F. Buckley, Jr., and his son, Christopher, scanned the horizon for new maritime developments. Other authors like John Naisbitt, Richard Reeves, Eric Sevareid, Isaac Asimov and William Hoffer described critical advances in American nationhood.

President Reagan wrote a brief introduction to this editorial spectacular that set the tone for a unique event in the life of Popular Mechanics-- an American institution in itself -- while communicating key themes of Mr. Reagan's agenda. President Reagan's 1500-word essay made a connection with our eight million monthly readers. It was a simple, direct pronouncement that served to do what only President Reagan can do so well: Rally the people.

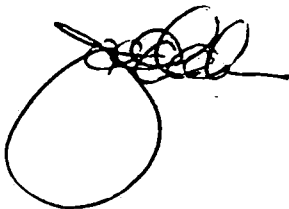
We're following The Building of America with a special May 1989 issue called The American Adventure. A proof of our section cover is enclosed. John Updike will be writing a piece called Sacred Places, the story of our nation's monuments. Ted Williams will be writing on the subject of American fishing. Michael Crichton will be taking our readers to NASA's spaceports. David Halberstam, Rick Mears, Curt Gowdy and William Hoffer will contribute stories on America's automotive culture, great American roadways, America's bountiful parklands, American craftsmanship.

We would be greatly honored if we could publish a brief keynote address under your by-line that, like the essay furnished by President Reagan in The Building of America, establishes your vision of American greatness. It can be an open letter to the country that gives us your concept of all the fine things America has to offer--things you think Americans should see and appreciate.

We hope you will be able to join us in this endeavor. Popular Mechanics had the pleasure a couple of years back of presenting you with a painting of your World War II TBM on the occasion of its unveiling at the Air and Space Museum. We hope we can build on the relationship established back then to create an important and meaningful message to America.

Our deadline is mid-January, 1989. The piece will arrive at our readers' homes around the middle of April.

All best wishes,

A handwritten signature in black ink, appearing to be "J. Edgar Hoover", with a large, loopy flourish underneath.

2/8

THE WHITE HOUSE
WASHINGTON

TO: Chriss W.

FROM: OFFICE OF MEDIA RELATIONS

Kristin T. *KCT*

SUBJ: Project recommendation with Popular Mechanics

Popular Mechanics wants the President to write a special forward for their special "American Adventure" edition which will reach their 8 million readers (paid circulation is about 1.7 million).

I recommend we proceed; it's good, broad-based coverage, with a forward-looking topic (America!)

Could one of our writers draft, and my shop could work w/ WH photo office to provide some top-notch photos of GB?

What's the next step? Their deadline is the week of Feb. 13; we're talking 1,000 words. (Reagan has done this before)

We can go ahead but we'll have to really push. May Kate can draft.

CW

Timothy H. Cole
Science/Technology/Aerospace Editor

February 07, 1989

Ms. Kristen Taylor, Director
Office of Media Relations
The White House
Old Executive Office Building
Washington, D.C. 20501

Dear Kristen:

It was a pleasure speaking to you yesterday afternoon. I think a special forward from President Bush for our AMERICAN ADVENTURE issue will benefit our eight million monthly readers very much. It will also give the President an excellent opportunity to speak directly to a significant segment of the population.

Let me give you some background: As I mentioned the other day, President Reagan wrote the forward for POPULAR MECHANICS's BUILDING OF AMERICA issue in 1986 (a copy is enclosed). President Reagan also wrote for POPULAR MECHANICS on the subject of America's future in space during his first term.

THE AMERICAN ADVENTURE--our May double issue--will take our readers on several exciting excursions across this country. John Updike is writing about the nation's monuments, which have chronicled our growing design and engineering skills. David Halberstam has prepared an excellent piece on our love affair with motoring. George Plimpton is analyzing the technology of roller coasters--and our fascination with thrill rides. Curt Gowdy--host of ABC's American Sportsman--is taking us to some of the smaller, less well-known national parks. In Spaceport America, science fiction author Michael Crichton, tours NASA's space launch and research facilities. Other authors include William Hoffer on American craftsmanship, Ted Williams on American fishing spots, Rick Mears on our favorite highways and Bob Vila on restoring our past at places like Williamsburg.

We think we have assembled a formidable talent pool for THE AMERICAN ADVENTURE, and the overarching theme of the section-- Discovering the Greatness of our Nation--had guided us in preparing articles that will help POPULAR MECHANICS' large readership see more, do more, and appreciate more of this incredible country.

In writing the forward for THE AMERICAN ADVENTURE, President Bush will be joining these fine authors, but he will also be making a significant contribution to the compelling themes they are writing about. It is a great opportunity for the President to clearly state some of his hopes for this country and some of his priorities for the future. It can serve as a platform for the President's upcoming agenda, or as a means to rally public support for some of the President's programs.

In short, we would like to give the President a free, unconstrained hand in using the pages of POPULAR MECHANICS to speak to the American People. I think the broad theme of THE AMERICAN ADVENTURE will permit the President to be upbeat and optimistic about what lies ahead while establishing some serious priorities, if that is what the President desires to do.

We need the President's photo as soon as possible. It would be great to have a picture that the White House approves of, rather than a stock shot, and we would also like to have a color photo of the Presidential seal.

The copy (let's say a thousand words) should be at our office sometime during the week of February 13.

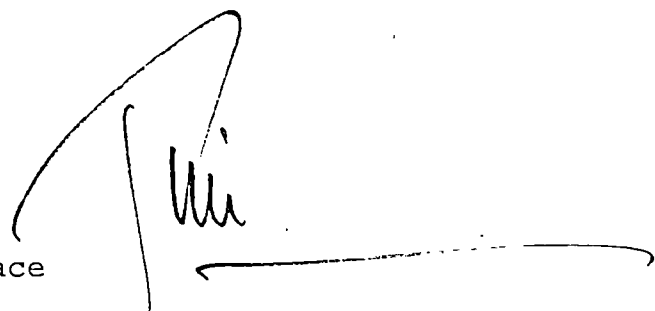
I really hope this proposal is consistent with the President's objectives and that the timing is not too tight for you.

POPULAR MECHANICS is standing by to assist in whatever way possible. Please call me Monday if you have any questions.

Sincerely,

POPULAR MECHANICS

Timothy H. Cole
Science/Technology/Aerospace
Editor

A handwritten signature in dark ink, appearing to read 'Tim', with a long horizontal line extending to the right from the end of the signature.

TC/ms

Enclosure

Page 3
February 07, 1989

P.S. You asked about the magazine's demographics: We have 1.7 million paid subscribers and newsstand buyers every month. Independent circulation auditors tell us eight million people read POPULAR MECHANICS monthly. Our typical reader is male, 40 years old and makes a little over \$40,000 a year.

COLLECTOR ISSUE

THE

Popular
Mechanics

AMERICAN ADVENTURE

MAY 1989

DISCOVERING THE GREATNESS OF OUR NATION

JOHN UPDIKE

Our Monuments

MICHAEL CRICHTON

Our Spaceports

GEORGE PLIMPTON

Our Thrill Rides

DAVID HALBERSTAM

Our Automobiles

WILLIAM HOFFER

Our Craftsmanship

RICK MEARS

Our Highways

TED WILLIAMS

Our Fishing Spots

CURT GOWDY

Our Great Outdoors

BOB VILA

How We're Restoring
Our Heritage



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Popular Mechanics

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our Fishing Spots

CURT GOWDY

our Great Outdoors

BOB VILA

How We're Restoring

our Heritage



ZIEMISKI

YELLOW RED CYAN BLACK



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF ADMINISTRATION
Washington, D.C. 20503

TO: TIM COLE - Popular Mechanics

LOCATION: _____

FAX NUMBER: 212/586-5562

FROM: MARY KATE GRANT

ROOM NUMBER: 121 EOB

PHONE EXT: 2930 or 7193

PLEASE DELIVER AS SOON AS POSSIBLE.

TRANSMISSION REPORT

THIS DOCUMENT (REDUCED SAMPLE ABOVE)
WAS SENT

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6

*** SEND ***

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TOTAL 0:03'01" 6



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OFFICE OF ADMINISTRATION
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TO: TIM COLE - Popular Mechanics

LOCATION: _____

FAX NUMBER: 212/586-5562

FROM: MARY KATE GRANT

ROOM NUMBER: 121 EOB

PHONE EXT: 2930 or 7193

PLEASE DELIVER AS SOON AS POSSIBLE.

ARTICLE FOR "POPULAR MECHANICS" MAGAZINE

BY PRESIDENT BUSH

"THE AMERICAN ADVENTURE" ISSUE / MAY 1989

The American Adventure. Some call it the Invention of America -- the process by which we have evolved as a nation. It is a story of human progress from the first pilgrims who reached our shores to the astronauts who are reaching for the stars. It is an unfinished story, because there is a New America in the making every day. Our job is to manage the change. It happens in steps, sometimes so small it's invisible to the naked eye, other times so big the whole world can see it. And though change cannot be avoided, it can be for the better. We are the ones -- each of us -- who must ensure that a changing America is a better America.

In October, I watched the space shuttle land at Edwards Air Force Base. We had been waiting out in the sun for about an hour -- and suddenly, just barely through some scattered clouds, you could see it. There were two quick booms as it slowed from supersonic to subsonic speed. When it landed, you could see the dust it sent up from the lake bed. Everyone around me erupted in applause. When the astronauts came out, they greeted me holding in their hands the American flag. They said they felt a bit wobbly, but you wouldn't have known it.

The return of the shuttle -- the return of America to space -- has been enormously moving for all of us. I was overwhelmed on the day of liftoff by the cheers and tears, by the excited schoolchildren jumping up and down.

President Reagan said we must lead in space if we are to continue to lead on earth. Space is where great scientific and commercial breakthroughs of the future will be made. Space is where we can achieve progress in making our country safer from ballistic missile attack. Space is also where medicines of the future will be made, and where some of our children may make their living.

It was on that day in October when I realized America will always be an unfinished nation, reaching toward the future and toward the stars. The potential is always there, drawing from the talent and manpower the American people provide. This is what constitutes the American edge.

But how do we keep the edge and stay competitive in the world? We keep it by keeping the economy rolling and keeping the job-creation machine in high gear; by keeping taxes down, encouraging capital investment and research and development, keeping big government off the backs of small business; and by making economic opportunity a reality for all Americans.

True participation in the American Dream requires a full commitment to individual initiative and, especially, to

entrepreneurship. The health of the nation's economy relies on the competitiveness of our businesses, large and small, and on the entrepreneurs who have built American business from the ground up. Our policies and priorities must support them, so that the nation remains competitive.

But, when you get to the bottom line, after looking at the myriad of policies and regulations and studies, you'll find the best competitiveness policy we've got is improving education. The next generation's education is, in many ways, the key to this nation's success in the world marketplace.

As I have said, I want to be the education President. I have proposed a series of education initiatives as a strategy for investing in people. This is a key part of our building a better America. We cannot tolerate mediocrity. We've got to cut the drop-out rate, and make America a more literate nation.

Initiatives such as rewarding merit schools and excellent teachers, providing greater choice through the use of magnet schools, and instituting "alternative certification" are good ones. Creativity and a can-do approach will make all the difference in the world. Children often imitate what they see in us. If we don't make education a top priority, how can it be one of theirs?

Our students should be encouraged to study science and math, because their achievement in these fields is vital to their

personal future and to the growth of many of the nation's future industries. Among today's strong science and math students are tomorrow's talented entrepreneurs. The establishment of a National Science Scholars Program can foster a greater commitment to science and mathematics education. We've proposed scholarships and opportunities for hands-on experience in federal research laboratories for top high school students across the country. It's good for the students, and in the long run, it's even better for America.

To keep America growing, we must cut the federal deficit. This year, we can bring the deficit down by more than 40 percent. My Administration will work hard with Congress to see that spending is controlled and that the budget process is made more sensible. Reducing the deficit is important to me, but it's even more important to the generations to come. Perhaps they will look back at us, recognizing that we had the wisdom to know that a time of peace and economic growth is not a time to relax, but a time to push ahead. It is time to plan for the future, to ensure that our children's lives will be even better than ours. I call these the first steps to building a better America.

We'll build a better nation, by working hard every step of the way. Before one can build, however, one has to envision the structure, imagine the framework, and dream the dream. "For a dreamer lives forever, and a toiler dies in a day."

Our nation was founded because a small band of visionaries dared to dream of democracy. We opened the West because courageous pioneers risked everything for the dream of a new home in a new land. Thousands of lives have been saved because American scientists have dreamed of a world free from disease and we have crossed the frontiers of space because Americans have always dreamt big dreams.

The American Adventure goes to "the inner light in which freedom lives," to that inherent self-respect each of us finds when we work with our hands and minds, building a life for ourselves and our families. It's the power to do what we want with our lives and our futures. It's the power to be free.

The Invention of America is a rare formula. It is one part hard work, one part fortitude, one part courage, and one part compassion. But most important, it is a vision and belief that each new day, each new tomorrow can be better than the last.

The Invention of America is a formula with no copyright. It is a vision we can share with the world. It is the American Adventure in which we can take pride.

Timothy H. Cole
Science/Technology/Aerospace Editor

April 3, 1989

Ms. Mary Kate Grant
Senior Writer
Office of Media Relations
The White House
Washington, D.C. 20500

Dear Mary Kate:

At last...

Here's the May issue of Popular Mechanics
that you worked so hard on.

I hope you and your colleagues in the
office of media relations enjoy it.

Keep in touch,

Timothy H. Cole



THE WHITE HOUSE
WASHINGTON

Joe Oldham
editor in chief
Popular Mech

presentation of
painting of President's
Avenger torpedo bomber
3 years ago.

Autographed?

212/649-2000

Tim Cole

Popular Mechanics

224 W. 57th St.

Nyc 10019

Magazines/Ra

The Magazine Reader

Armenia's Devastation Revisited

By Charles Trueheart
Washington Post Staff Writer

More than 15 years ago Michael Arlen made his mournful pilgrimage to the land of his ancestors, Armenia, and wrote of the experience in the fine book "Passage to Ararat." Now the great earthquake that leveled Leninakan and left as many as 100,000 Armenians dead has compelled a return trip. It also occasions a reappearance of the Arlen byline, once prevalent in The New Yorker's television coverage and absent there of late, this time in *The Nation* (April 24).

Arlen's "Armenian Journal" is not the shocking spectacle of devastation and death it has every right to be. Arlen writes in dry and ironic tones, recording the random encounters and observations of a tourist in a dusty hell:

People living in freight cars on a forgotten siding. A French doctor reporting that after the quake, medical equipment was so scarce that surgeons were amputating limbs with carpentry saws. Arlen's fellow traveler, an American faucet salesman, getting nowhere with his genial hosts, who would prefer a bottling plant. And a construction idiocy that created the "mille-feuille effect," named for the many-layered French pastry, when all the floors of a high-rise building can collapse at once into a stack of concrete platforms layered with a jam of human bodies.

And this scene, in which a teacher stands in a circle of young children, shock victims of the earthquake:

"The children have begun to jump up and down, stamping their feet. 'Make it louder, I can't hear you,' says Dr. Alexeyev. The feet jump up and down. 'Make the sound of fear,' says Dr. Alexeyev. Now, from the jumping children comes an eerie moaning sound. 'That's right,' says Dr. Alexeyev. 'It's beginning, isn't it? But make it louder. I want to hear how terrible it is.' The moaning of the children grows louder, higher, like some strange wind. 'Now, touch hands together,' says Dr. Alexeyev. 'Eyes closed.' Hands touch. The moaning dies down. The feet stop jumping. The children stand quietly in a circle, arms raised. 'Like birds we are at rest,' says Dr. Alexeyev. 'We are alive.'"

Taking the Spy Road

New York magazine this week (April 17)



takes deep pleasure in giving Spy magazine a taste of its own bilious fun. David Blum (a past Spy contributor) confronts E. Graydon Carter, founder of the satirical New York monthly, with some little white lies he's told on his résumés, explains why some otherwise obvious targets are exempt from Spy's lance (Jann Wenner, the Century Club) and why others are attacked with particular frenzy and unusual frequency (Amanda [Binky] Urban, Eric Breindel), and performs a day's worth of Spy-style surveillance of Carter going about his business ("We found a man unafraid to clean his nasal passages on the subway . . .").

The whole piece is set up in the Spy mode, with charts, little head shots, sidebars, annotated documents and other fine-print clutter. Carter won't be amused; he even wrote a sarcastic letter to New York Editor Edward Kosner about Blum's spying-in-progress, duly reprinted here. But everyone else should be able to find in Blum's loving attention to the *Spy Zeitgeist* a trace of pure homage.

Flashbacks

"Easy Rider" has an unholy but irresistible appeal, even now, and apparently even one generation removed. It has inspired writers Trey Ellis and Jack Barth to cadge an assignment from *Premiere* (April) to follow in the motorcycle tracks of the crazed 1969 road trip that made cult figures out of Peter Fonda, Dennis Hopper and Jack Nicholson.

Ellis and Barth—posing as "Captain America" and "Billy," and unauthentically driving a Cadillac Eldorado—follow the movie's route, from the runway coke deal at LAX to the house of ill repute in Louisiana to the redneck gunfire on a Deep South blacktop. America is a different place, they find. The old jail cell where Nicholson was locked up is now an art gallery. Former extras and other townspeople along the way remember the Hollywood long-

hairs coming through 20 years ago, and some of them still think the movie stinks.

This is another good issue of an always inventive magazine: pleasing to the eye, unashamed of its enthusiasms, crammed with unexpectedly interesting things to read. In a profile by Cyndi Stivers, Sean Young tries to shake loose from the bad vibes surrounding her on-the-set reputation and her bizarre relationship with James Woods. And Thomas Schatz celebrates 1939, purportedly the year of filmdom's greatest masterpieces.

Life thinks so too, anyway, with a monster special issue (Spring) on Hollywood 1939-1989. Like *Premiere*'s feature, this one is full of black-and-white studio stills and movie posters, plus some odd, stagy portraits of stars from then and now—Glenn Close and Don Ameche, William Hurt and Olivia de Havilland, Kevin Costner and Joel McCrea.

Machine Dreams

Magazine editors, writes Joe Oldham, editor of *Popular Mechanics*, "dream about having the top writers all working with us at the same time in the same issue of our magazine." In a special May section called "The American Adventure," Oldham sees his dream come true.

The lead writer? George Bush. "We are the ones—each of us—who must ensure that a changing America is a better America . . ."

As for texts not subsidized from the public till, John Updike surveys the great monuments of the land and George Plimpton and Michael Crichton describe the way they find their thrills—Plimpton on roller coasters, and Crichton prowling NASA's spaceports. Indianapolis 500 racer Rick Mears selects his favorite U.S. road tours and David Halberstam, in the most touching and thoughtful of the pieces assembled here, remembers the automobiles of his youth and the rituals that have surrounded driving ever since.

DD, CW, MK -

An case you haven't seen - - -

cast

THE WHITE HOUSE

WASHINGTON

April 6, 1989

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: MARY KATE GRANT *MKG*
SENIOR WRITER, PUBLIC AFFAIRS

SUBJECT: Popular Mechanics article

Attached please find this month's issue of Popular Mechanics magazine, with an article by you on page 22. I hope you enjoy it.

You may also be interested in three other articles by friends of yours: one on American fishing holes by Ted Williams, another on our national parks by Curt Gowdy, and the third on roller coasters by George Plimpton. I've marked the pages with paper clips.

Thank you.

THE PRESIDENT HAS SEEN

THE WHITE HOUSE
WASHINGTON

April 6, 1989

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Thank you.

1989 APR -6

read with interest

THE WHITE HOUSE
WASHINGTON

28th photo

copy by 3/3

Can Cole come by
to pick up photo

"And a special
message from
President G B "

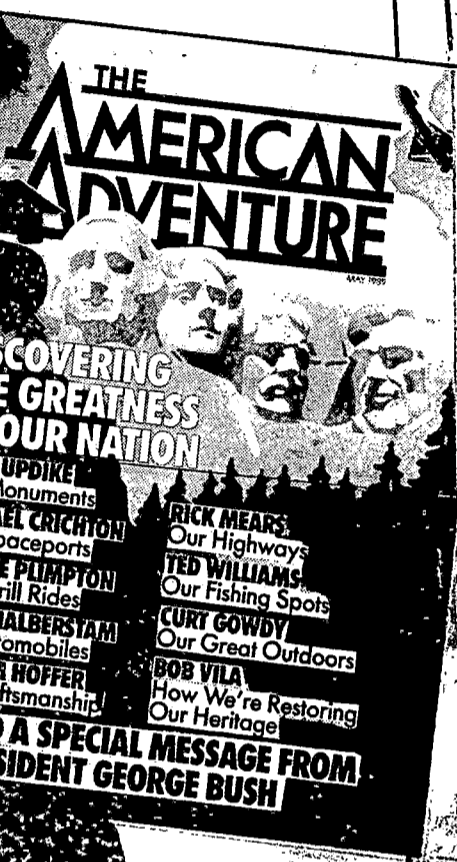
FAX: 212/586-5562

MAY 1989

\$1.95

Popular Mechanic

SPECIAL DOUBLE ISSUE



THE AMERICAN ADVENTURE

DISCOVERING THE GREATNESS OF OUR NATION

- JOHN UPDIKE
Our Monuments
 - MICHAEL CRICHTON
Our Spaceports
 - GEORGE PLIMPTON
Our Thrill Rides
 - DAVID HALBERSTAM
Our Automobiles
 - WILLIAM HOFFER
Our Craftsmanship
 - RICK MEARS
Our Highways
 - TED WILLIAMS
Our Fishing Spots
 - CURT GOWDY
Our Great Outdoors
 - BOB VILA
How We're Restoring Our Heritage
- AND A SPECIAL MESSAGE FROM PRESIDENT GEORGE BUSH

RESTORING THE GREAT STEAM TRAINS

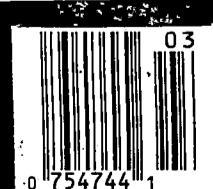
- How They're Rebuilding The Legendary Locomotives Of The Past
- Places Where You Can Still Ride The Oldtime Railroads



KEEP OFF

KEEP OFF

CAR CARE GUIDE
RENEW YOUR CAR BUMPER-TO-BUMPER
 Plus, Upgrade Your Car's Engine, Suspension, Appearance



SPECIAL SECTION

Popular
Mechanics

THE AMERICAN ADVENTURE

MAY 1989

DISCOVERING THE GREATNESS OF OUR NATION

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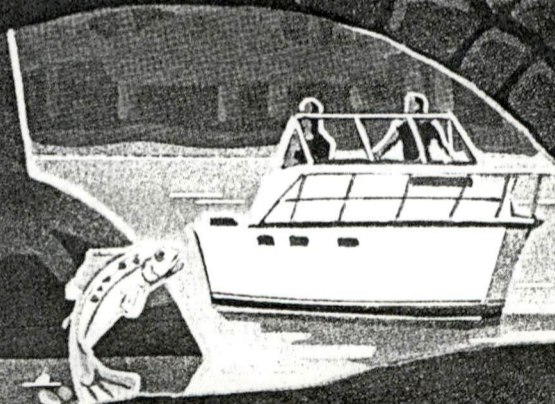
CURT GOWDY

Our Great Outdoors

BOB VILA

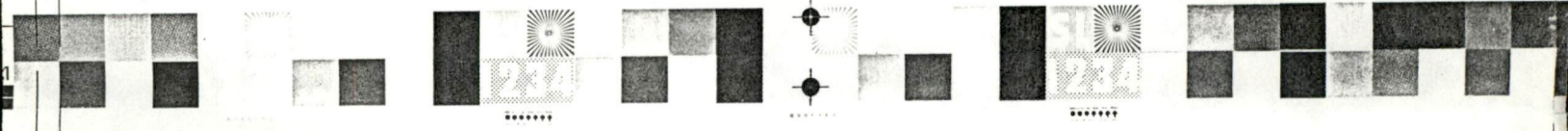
How We're Restoring
Our Heritage

**PLUS, A SPECIAL MESSAGE FROM
PRESIDENT GEORGE BUSH**

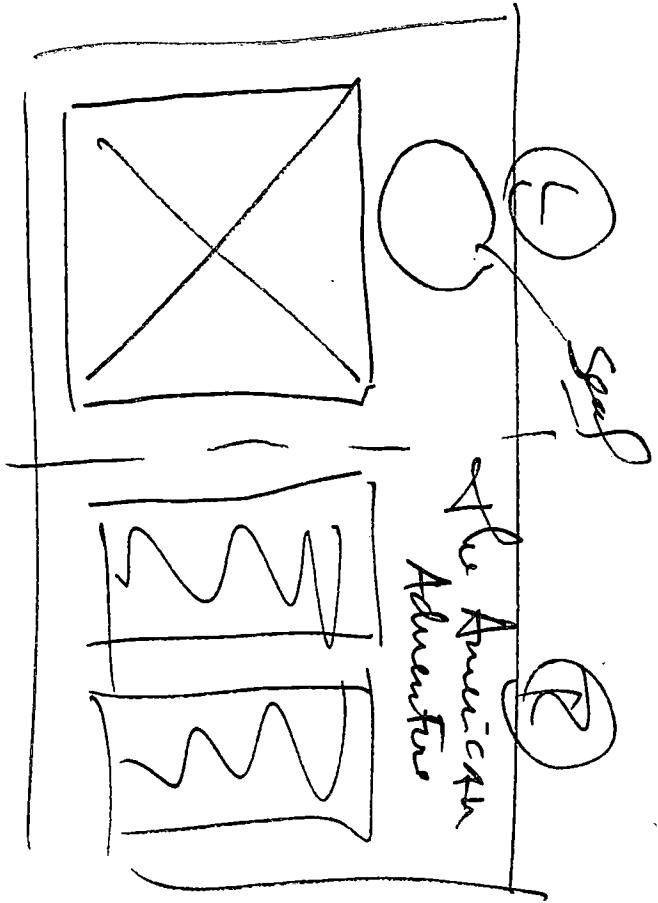


ZIEGLER/KI

REF. CYAN. BI. ACK



THE WHITE HOUSE
WASHINGTON



M. K.

Note change
by Scowcroft
for final
draft

nothing from GB yet

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/17/89 ACTION/CONCURRENCE/COMMENT DUE BY: c.o.b. 2/17/89

SUBJECT: PROPOSED PRESIDENTIAL MESSAGE: FOREWORD SECTION OF "POPULAR MECHANICS" MAGAZINE "THE AMERICAN ADVENTURE" ISSUE / MAY 1989

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<u>Winken</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>Rogers</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide your comments/recommendations directly to Chriss Winston (Room 122, x 2930) by c.o.b. TODAY, February 17, 1989, with an info copy to my office. Thank you.

RESPONSE:

TO: Chriss Winston

February 17, 1989

NSC concurs, with the correction indicated on page 2.

R. Gates for
Brent Scowcroft

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

1989 FEB 17 AM 11:30

((Grant))

February 17, 1989

9 a.m.

PROPOSED PRESIDENTIAL MESSAGE

FOREWORD SECTION OF "POPULAR MECHANICS" MAGAZINE

"THE AMERICAN ADVENTURE" ISSUE / MAY 1989

The American Adventure. Some call it the Invention of America -- the process by which we have evolved as a nation. It's a story of human progress from the first pilgrims to reach our shores to the astronauts who reach for the stars. It is an unfinished story, because there is a New America in the making every day. Our job is to manage that change. It happens in steps, sometimes so small it's invisible to the naked eye, other times so big the whole world can see it. And though change cannot be avoided, it can be for the better. We are the ones -- each of us -- who must ensure that a changing America is a better America.

In October, I watched the space shuttle land at Edwards Air Force Base. Let me tell you what it was like. We'd been waiting out in the sun for about an hour -- and suddenly, just barely through some scattered clouds, you could see it. And then there was the boom from breaking the sound barrier -- two quick booms that just went through you. And when it landed, you could see the dust it was sending up from the lake bed, and everyone around me erupted

in applause. When the astronauts came out, they greeted me holding in their hands the American flag. They said they felt a bit wobbly, but you wouldn't have known it.

The return of the shuttle -- the return of America to space -- has been enormously moving for all of us. I was overwhelmed on the day of liftoff by the cheers and tears, by the excited schoolchildren jumping up and down.

President Reagan said we must lead in space if we are to continue to lead on earth. Space is where the great scientific and commercial breakthroughs of the future will be made; space is where we can achieve progress in making our country safer from ^{ballistic missile} attack; space is where the medicines of the future will be made; space is where some of our children may make their living.

It was on that day in October when I realized America will always be an unfinished nation, reaching toward the future -- and toward the stars. The potential is always there, drawing from the talent and manpower the American people provide. This is what constitutes the American edge.

But how do we keep the edge, stay competitive in the world? By keeping the economy rolling and keeping the job-creation machine in high gear. By keeping taxes down, encouraging capital investment and research and development, reducing our reliance on foreign oil, and keeping big government off the backs of small

business. By making economic opportunity a reality for all Americans.

True participation in the American Dream requires full commitment to capitalism and especially to entrepreneurship. The health of the nation's economy relies on the competitiveness of our small businesses, and the entrepreneurs who have built American business from the ground up. Our policies and priorities must support them, so that the nation remains competitive.

When you get to the bottom line, after looking at the myriad of policies and regulations and studies, you'll find the best competitiveness policy we've got is improving education. The next generation's education is in many ways the key to this nation's success in the world marketplace.

We cannot tolerate mediocrity. We've got to cut the drop-out rate, and make America a more literate nation. Proposals such as rewarding merit schools and excellent teachers, expanding the use of magnet schools, and instituting "alternative certification" are good ones. Creativity and a can-do approach will make all the difference in the world. Children often imitate what they see in us; if we don't make education a top priority, how can it be one of theirs?

Our students should be encouraged to study science and math, because their interest in these fields is vital to the growth of

our future industries. Tomorrow's talented entrepreneurs are today's strong science and math students. The establishment of a National Science Scholars Program can foster a greater commitment to science and mathematics education. We've proposed scholarships and opportunities for hands-on experience in federal research laboratories for top high school students across the country. It's good for the students, and in the long run, it's even better for America.

And to keep America growing, we must cut the federal deficit. This year, we hope to bring the deficit down by nearly 40 percent. We'll work hard with Congress to see that spending is controlled and that the budget process is made more sensible. Reducing the deficit is important to me, but it's even more important to the generations to come. Perhaps they will look back at us, recognizing that we had the wisdom to know that a time of peace and economic growth is not a time to relax, but a time to push ahead. A time to plan for the future, to make sure our children's lives will be even better than ours.

I call these the first steps to building a better America.

We'll build a better nation, by working hard every step of the way. Before one can build, however, one has to envision the structure, imagine the framework, dream the dream. "For a dreamer lives forever, and a toiler dies in a day."

Our nation was founded because a small band of visionaries dared to dream of democracy.

We opened the West because courageous pioneers risked all for the dream of a new home in a new land.

We've saved thousands of lives because American scientists dreamed of a world free from disease.

We've crossed the frontiers of space because Americans have always dreamt big dreams.

The American Adventure goes to "the inner light in which freedom lives," to that inescapable self-respect each of us finds when we work with our hands and minds, building a life for ourselves and our families. It's the power to do what we want with our lives and our futures, to be free.

The Invention of America is a rare formula indeed. One part hard work, one part fortitude, one part courage, one part compassion and most important -- a vision and belief that each new day, each new tomorrow can be better than the last.

The Invention of America -- a formula with no copyright. It is a vision we can share with the world. It is an Adventure.

COLLECTOR ISSUE

Popular
Mechanics

THE AMERICAN ADVENTURE

MAY 1989

DISCOVERING THE GREATNESS OF OUR NATION

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Our Highways

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Our Fishing Spots

CURT GOWDY

Our Great Outdoors

BOB VILA

How We're Restoring
Our Heritage

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